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The power of brand experience design on sustainable brand image

A qualitative study investigating the brand experience design of ZYN and white snus from a consumer perspective, and further investigate sustainabilization in this context

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Preface

This thesis is the examining part of our bachelor's degree at the School of Business, Economics and Law at the University of Gothenburg. The essay is written during the fall semester 2021 in the subject marketing.

First of all, we would like to thank our supervisor, Ileyha Dagalp, who has offered her support, help and time. This has been extremely helpful. We would also like to thank our respondents who were willing to contribute with their experiences. Finally, we want to thank family and friends who have cheered on us during this time. It would not have been possible without any of you. We would also take the opportunity to thank each other for excellent cooperation and a job well done!

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Abstract

There's a new popular product on the market, white snus. Since the launch of the product white snus have exploded and attracted more consumers, both younger and females. The white snus is tobacco free and inviting with their bright funny colors of the cans and tasty flavors. Since the product is new it's not yet been regulated by any laws and therefore the companies can market their brand freely. In this study, we are going to investigate the brand experience design of ZYN and the white snus from a consumer's perspective Furthermore, this study also aims to investigate the implications that sustainability has on the brand experience design in this context. The empirical material has been collected through qualitative, semi-structured interviews in terms of understanding how consumers experience and perceive ZYN and the phenomenon of white snus.

The conclusions of the first question show us that the consumers perceive the brand experience through all dimensions: The sensory dimension offered consumers value by different tastes and nice designs; the affective dimension was shown to be important in sign of emotionally driven consumption; the cognitive dimension has succeeded to set thoughts in motion; the behavioral dimension is present because the product has been implemented in consumer everyday life; the social dimension is noticed in almost all of the other dimensions, and finally; the dimension of myths has evoked common stories about ZYN and the white snus. Further results show that, as of today, consumers don't associate ZYN or white snus with sustainability. Implications learned is that sustainability could be more integrated in their brand experience design and would benefit marketers, producers, and consumers.

Keywords: Brand experience design, White snus, ZYN, Sustainability, Brand image, Brand loyalty, Value.

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1. Introduction

This study investigates the brand experience design of ZYN and white snus from a consumer's perspective in connection to sustainabilization. The following parts are going to introduce background knowledge, what white snus is, what the brand ZYN is and how they market the product. A presentation of previous research will be presented, and a problem discussion will motivate the investigation. Lastly a presentation of the thesis purpose and research question will be described with a motivation of the delimitations this paper has.

Colorful plastic cases containing little white nicotine pouches, you might have seen them, you might have tried them, your friend may have one in their bag right now. That's right, we are talking about the new white snus. They are seen everywhere, laying on restaurant tables and taken up from purses on buses. Since their launch in 2016 the spread of white snus has exploded. (Svenska Dagbladet, 2021) The launch of these products in 2018 and 2019 was big, after this more younger consumers were attracted and started using the products. They are especially popular among young women (Blomberg, 2021). The products are flavored with different tastes and marketed with different influencers, social media, and lifestyles such as partying, better than smoking and as an accessory (Blomberg, 2021).

1.1 Background

The brand ZYN offers a tobacco free nicotine pouch, referred to as "white snus" by the consumers. The white snus comes in different flavors and colorful designed round cans. ZYN is included in the product series of tobacco free nicotine products owned by Swedish match. (Swedish Match, n.d.a) Swedish match is a Swedish company that manufactures, distributes, and sells products in different brands such as traditional snus, white snus, cigars and chewing tobacco as well as lighting products. The products are most successful on the Scandinavian and American market. (Swedish Match, 2021a) ZYN is one of Swedish Match's latest innovations. The company describes that it started on the American market where the demand for a new way to consume nicotine was requested and resulted in the product ZYN. They describe it as a white snus in white bags that don't smell, taste or contain tobacco (Swedish Match, n.d.a).

ZYN is a world-leading brand in nicotine portion pouches and the most sold brand in the USA of nicotine portions. They delivered almost 130 million products during 2020 around the globe, making them the world's largest manufacturer of nicotine portions. (Swedish Match, 2021a p. 4) Tobacco free nicotine products appeared in 2016 on the Swedish market and it distinguishes itself from the traditional snus in the way that it doesn't contain tobacco. The white snus is manufactured differently where it is processed several times which leads to the removal of tobacco. This further removes the original taste and smell of the snus as well as the traditional brown color. The white snus is dryer and less runny and the texture is made of, for example, plant fibers. (Tobaksfakta, 2019) Another big difference between white snus and traditional snus is that the white snus is not regulated by the Swedish laws. Traditional tobacco is included in the law of food regulations and the tobacco law. This serves the purpose that regulations should include laws in the production process and handling of ingredients in the snus. The

white snus, however, is not regulated by any of the laws, it doesn't count as food or tobacco since it's based on nicotine. The consequence of this is that the brands of white snus can market their products however they want, different from traditional snus where most marketing is prohibited. Hence, the white snus is not constrained by any regulations. (Tobaksfakta, 2019)

The white snus companies have managed to create a lot of buzz surrounding white snus. Blomberg (2021) writes in the newspaper Expressen an article stating that more and more younger people are consuming snus and specifically the white snus. Blomberg (2021) states that the white snus is marketed as healthy and describes their marketing strategy by the range of flavors they offer and the sporty pictures, popular artists and influencers that market their products. ZYN is one of these brands, their cans are designed in bright matching colors and with the large logo on the front together with the description of the nicotine strength and flavor (NiqoC, n.d.a). A lot of the marketing on ZYNs Swedish Instagram lies in promoting the product as much as the brand (ZYN Sverige, 2021). They are active on social media for example, Instagram and market themselves with the use of famous people, for example, Isabel Adrian is a well-known influencer who promotes ZYN and white snus on her Instagram (Isabel Adrian, 2021). She writes that she fell in love with ZYN after trying all their flavors and states that *"I'm happy and grateful that ZYN now is a part of my everyday life"* (Isabel Adrian, 2021). On ZYNs Swedish Instagram account there are pictures illustrating different lifestyles, occasions, places and environments with happy people in social surroundings, work, everyday life and relaxing moments alone (ZYN Sverige, 2021). They are for example marketing their latest flavor Bellini with words such as fashion, lifestyle, weekend and spring feeling (zyn_sverige, 2021a; zyn_sverige, 2021b). Many of their pictures are motivated with "elevate the feeling with ZYN" or "elevate the feeling after dinner" (zyn_sverige, 2021c; zyn_sverige, 2021d). They mention feelings, emotions, moments and different tastes (ZYN Sverige, 2021).

Niqo Co, an online retailer owned by Swedish Match, states on their website that *"If you are a person that likes to enjoy nicotine but thinks that the experience of regular snus is so and so, then you should try ZYN"* (NiqoC, n.d.a). The website further states that there are two different versions of ZYN, mini dry and slim. The difference is that mini dry is a slighter smaller pouch compared to the slim. ZYN slim comes in eight different flavors and three different strengths of nicotine (NiqoCo, n.d.a). Mini dry comes in nine different flavors and four different nicotine strengths. For example, some of the offered flavors are Bellini, Espresso, Spearmint and Apple mint. ZYN describes themselves as an inclusive brand since they have many flavors and *"something for everyone"* (NiqoCo, n.d.a). The company markets themselves with text that describe that this is the product for you if; *"you love life, always on the go and towards new destinations or if you are the kind of person who seeks a little more festive everyday life."* (NiqoCo, n.d.a). They market the accessibility or convenience of the products and emphasize that it's easy to bring everywhere and that it fits whatever lifestyle you have. The product is shown in different contexts such as at home, when hiking or working and this implies that it's a good idea for every moment (NiqoCo, n.d.a). Among this they also offer free samples of their products, much like many of their competitors, so that you can find the right fit for you or if you want to try a new one every 6th month (NiqoCo, n.d.b). They encourage you to find your favorite. The product is appreciated, especially among women (Snusrapporten, 2020).

Blomberg (2021) refers to a study that's been conducted on the white snus and states that 37% of young people described that their reason for trying was the appealing tastes.

Due to the fact that current laws don't restrict ZYN's marketing, the approach to marketing can be more focused on promoting specific lifestyles and awakening emotions rather than highlighting specific product attributes, although the product itself acts as a carrier of the message's brands are sending out (Blombeg, 2021). By acting in this way, ZYN are able to interact with consumers and create experiences around the brand which further can influence the consumer's image and the perception of the brand (Schmitt, 1999). This is important for brands in general since the goal is to have a positive brand image in order to differentiate and gain advantage on the market (Keller, 1993). Brand image can also give added value to consumers' experience in relation to a brand and companies offered products (Flores-Hernández, Cambra-Fierro & Vázquez-Carrasco, 2020). Another concept that further enhances corporation, brand image and offers value for consumers and producers is sustainability. (Gordon, Carrigan, Hastings, 2011) Sustainability is also important for corporate survival and rising expectations from society makes companies obligated to show their Corporate Social Responsibilities (CSR) (Palazzo & Richter, 2005). CSR is referred to as a self-regulated business model which is established in order to maintain social responsibility towards both the company itself (Fernando, J. (2021) and the environment and is important in order to gain legitimacy and corporate acceptance (Gordon, Carrigan, Hastings, 2011; Palazzo & Richter, 2005; Oh, Bae, Kim, 2017). Swedish match emphasizes the benefits they do for sustainability purposes and describes it as an important part of the company. Swedish Match expresses in their annual report and on their website that one of their goals is to improve public health by offering other alternatives to cigarettes, such as the white snus. (Swedish Match, 2021a)

1.1.1 Previous research

In relation to this subject, previous research states that much marketing research has been conducted on traditional snus and other tobacco products that have been on the market for centuries (Swedish match, 2021b). In previous research regarding white snus consumption, a study has been conducted on young adults' favorable perceptions of snus (Choi, Fabian, Mottey, Corbett, Forster, 2012). In this study they examine what we define as white snus. The researchers motivate the importance of the target group in the study by explaining that it is because "they have been a target of tobacco company marketing" (Choi, Fabian, Mottey, Corbett, Forster, 2012 p. 2088). The study generates in general positive perceptions of the new products, especially the selection of different flavors. They detected perceptions that said that these products are not as harmful as cigarettes and can work as an aid when quitting smoking. On the other hand, they also discover negative perceptions saying the opposite, especially when it comes to electronic cigarettes and instead that it could be a gateway to smoking. The results showed that half of the participants would try the product if offered. The conclusions were that they were perceived positively by young adults, and they are willing to try them. If the flavors were eliminated in the products, young adults may refrain from trying them. (Choi, Fabian, Mottey, Corbett, Forster, 2012).

Further one study on the nicotine industry instead examines tobacco companies activity within Corporate Social Responsibility (CSR) (Palazzo & Richter, 2005). This study states that these companies have begun to present them as good corporate citizens. The industry has been heavily criticized for their CSR both from NGOs but also the WHO have questioned their intentions in social responsibility. The study shows that there is a deep distrust towards the tobacco companies because of their product and doubtful behavior in the past. One result shows that these companies don't feel corporate socially responsible. In using central aspects of CSR theory and practice the study has revealed that according to corporate philanthropy, stakeholder collaboration, CSR reporting and self-regulation these are ineffective and sometimes counterproductive in this industry (Palazzo & Richter, 2005). The study distinguishes their strategies between transactional and transformational CSR, meaning the moral and inspiring strategy versus the organization's ability to meet and respond to stakeholders' interests. The findings state that these companies only work on the transactional strategy and that means that their CSR engagements need to be interpreted at that level. (Palazzo & Richter, 2005)

To increase the understanding of how consumers' respond to CSR, another study on corporate social responsibility of firms operating in controversial industries (e.g., tobacco and alcohol) contributed. The study addresses the questions of whether these types of companies actively choose to promote messages about their sustainability work, i.e., CSR, in their marketing communication in relation to non-sinful firms, and whether, in that case, this leads to increased financial performance. By looking at expenditures, the results show that sinful companies indeed tend to communicate their CSR work more than non-sinful firms and that this is done to neutralize their negative brand image. The authors believe that one reason why sinful companies like to promote CSR work in their marketing could be to compensate for their sins by showing off their good deeds. It can be used to show a kind of consciousness. Doing so, however, often proves to arouse skepticism from stakeholders and can increase the idiosyncratic risk which then demonstrably will backfire. (Oh, Bae & Kim, 2017)

1.2 Problem discussion

Since the phenomenon around the tobacco-free white snus is relatively new (Nettotobak, 2021), there is neither yet a sufficiently broad perception of how consumers perceive or experience brands within this industry. Something about white snus that stands out from the traditional is the fact that the current laws about tobacco don't cover white snus. This has created opportunities for these companies to market themselves freely without regulations (Tobaksfakta, 2019). This changes the conditions for companies to create experiences around brands and further, might possibly change how the consumers perceive these brands in relation to earlier studies on traditional nicotine and tobacco products. This in combination with the fact that brand experience as a concept is not yet characterized by a uniform and accepted picture of, for instance, how it can be measured or what it should contain, means that knowledge in the field generally is limited. Previous research on brand experience has mostly included experiences created around products and their attributes and has not treated whole brands as such (Hamzah, Alwin & Otwan, 2014).

Further, in modern societies, more responsibility is put on companies to contribute to a positive sustainable development. As this has become a criterion for consumers, the sustainability aspect has also become fundamental for companies (Hartmann, Ostberg, Parment, Solér, 2020). ZYN, which can be considered to be part of the category of controversial brands (Oh, Bae & Kim, 2017) has no natural connection to sustainability, but as the market grows and more alternatives are offered, the sustainability aspect becomes important to integrate for this type of company as well. In order for consumers to perceive the sustainability work that companies do, this aspect could also be included in companies' marketing communication, which in this case is about integrating sustainability into the experience around the brand. The fact that there are no restrictions on how companies within the industry of white snus can utilize different marketing communication tools and trends makes it possible to integrate sustainability into the marketing (A non smoking generation, n.d.a). Further, brands within the tobacco industry, just as most other industries, such as for example the fashion industry, technique industry or sport industry to name a few, can create experiences surrounding these products including acting on feelings and marketing lifestyles with the help of for example packaging design, tastes and influencer marketing (Box, 2021). This enables companies to build a strong brand image which in turn can increase the propensity to consume (Keller, 1993). It is proven that the use of white snus, in recent years, has rapidly increased among a younger target group and this new segment is further mainly represented by females (Snusrapporten, 2021).

In line with the increasing popularity of white snus, the product and the brand's marketing communication has also been met with criticism (Blomberg, 2021). The nicotine researcher Louise Adermark states that "the product looks a bit like candy" and that "*it is marketed in a way that has created a general image of the product not being dangerous or harmful*" (Svenska dagbladet, 2021). She further explains that this is a problem since nicotine is a very addictive substance and that it affects our brain and other functions in our body, such as the blood vessels (Svenska dagbladet, 2021). The independent non-profit organization, A non-smoking generation are also critical to the phenomenon. The organization state that the tobacco industry is running an aggressive marketing strategy where lifestyles including partying and a sex appeal are promoted, and illustrate the product in contexts that help confirm once identity and self-esteem (A non smoking generation, n.d.b). Furthermore, they describe that the tobacco industry has launched alternatives to cigarettes including the white snus which are presented by the companies as better alternatives and works as an aid to stop smoking. However, a non smoking generation questions the marketing and classification of the white snus as tobacco free since they may contain more nicotine than regular cigarettes. The argument is that the nicotine is produced from the tobacco plant either way. Because of the white snus still being considered new on the market, there is though not enough research on how harmful the product is, and the long-term health risks are still unclear (A non smoking generation, n.d.c). The fact that the health risks are not determined is claimed to be one of the reasons why there yet aren't any regulations surrounding these types of products (Toth, 2020). Although, a law that would restrict most marketing of products including nicotine pouches is proposed which makes this area interesting to investigate (SOU 2021:22). A non-smoking generation further states that the information of the marketing may be deceptive since they suggest that nicotine and tobacco

can be separated into two different things. Consequently, the nicotine products are produced and belong to the same industry as cigarettes and tobacco snus. According to them, tobacco is one of the largest threats to public health in the world and the cause of global illness. (A non smoking generation, n.d.d).

On the other hand, Swedish Match have responded to the criticism and highlight that there are other important considerations to the white snus and refers to the elimination of cigarettes on the market, and that the product therefore can be seen as positive and in relation to cigarettes that's not as harmful. (Blomberg, 2021) Swedish Match corporate vision reads as "A world without cigarettes" and their strategy is to create stakeholder value by offering their products to adult consumers of the highest quality in a responsible way (Swedish Match, n.d.b). To achieve this, they offer products that are recognized as a safer alternative to cigarettes, which in their words contribute to the improvements of the general health of society (Swedish Match, n.d.b). Swedish Match states that sustainability is an integrated part of their company (Swedish Match, 2021a). In their work towards sustainable development, they present five focal areas: improving the general public health, ensuring high business ethics, decreasing environmental impact, establishing human rights in their supply chain, and ensuring equal rights (Swedish Match, 2021a). Swedish Match state that their marketing are directed to people over the ages of eighteen and that they don't want kids to use the products but they direct themselves to existing nicotine consumers (Blomberg, 2021) Previous research however has shown that sustainability in the tobacco industry can mostly be interpreted as CSR activities in efforts to increase the public image of the corporation and brand (Palazzo, Richter, 2005; Oh, Bae, Kim, 2017).

This study can shed light on what consumers consider creates value in white snus and the brand ZYN, which can further contribute to the understanding of how consumers perceive and experience ZYN and white snus with the help of brand experience design and sustainabilization in this industry. It is interesting to study a brand within this non-regulated industry because it makes them able to design a brand experience, and by doing so they are able to create a strong brand image. Sustainabilization is relevant to investigate in relation to the brand experience design in this context since this is a brand and product that has impact on the sustainability aspects. Furthermore, as an outcome of the non-regulations and marketing opportunities, brands are able to create a sustainable brand image and differentiate themselves. This could be an important implication for marketers and corporations in applying sustainability in the core of their corporations in the best interest of all of the sustainability aspects and society. This is interesting since the tobacco industry previously haven't been able to do so and have tried to legitimize their CSR activities with little success. In elevating the consumers perspective, the knowledge hopes to inspire producers, consumers and government to assess these products and brands and hopefully improve the disadvantages detected.

1.3 Purpose

The purpose of this study is to investigate the brand experience design of the brand ZYN including the new product white snus from a consumer perspective. This study also aims to

investigate the implications that sustainability has on the brand experience design in this context.

To investigate this following research question will be answered:

1. How do consumers experience and perceive ZYN as a brand including white snus from the different dimensions: sensory, affective, cognitive, behavioral, social, myths?
2. What implications does sustainability have on brand experience design in this context?

1.4 Delimitations

This thesis is delimited in the number of 11 conducted interviews and only asked consumers who have had or has direct interaction with the white snus and some knowledge of the brand ZYN. The interviewed consumers are young adults between the ages of 20-30. The study refers to the Swedish market and reflects Swedish consumption. Only one of Swedish Match sustainability focal areas have been investigated and it's the improving general public health. This is due to the abductive research strategy where consumers' experiences described this aspect as most important and the company presents this most prominent and differentiates themselves on the market thereby. Another aspect the abductive approach has contributed to this study is that not only ZYN will be investigated from the consumer perspective but white snus in general will be investigated since the consumer states that they don't only use one brand but use different brands. Many attributes found in the product itself, such as colors, design and taste, are also in some ways contributing to creating a brand experience. This means that the product becomes an important part of the brand experience and therefore the product is also investigated.

2. Framework

The following section presents existing theories and concepts that are later used to explain the results found.

2.2 Comprehensive Theoretical framework

The figure below summarizes how different domains of marketing research provide the theoretical foundations for our thesis research.

Figure 1: Overview of theories used in this thesis work.

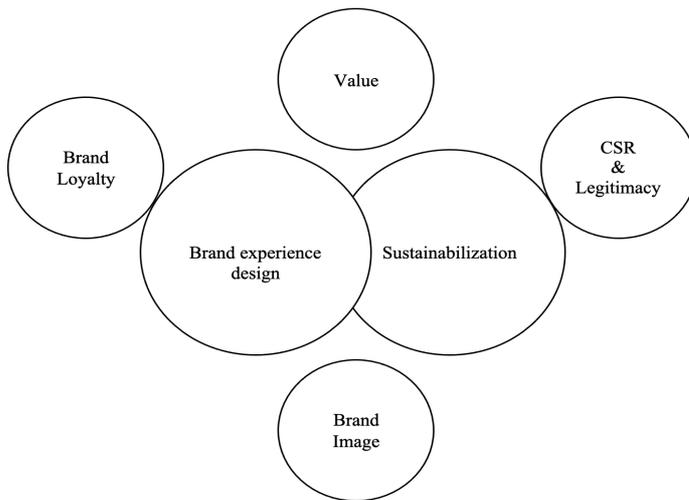


Figure 1 illustrates the comprehensive theoretical framework this thesis is built on. The middle circles, Brand experience design and Sustainabilization describes the fundamental theories used to investigate the purpose of this research. Brand Loyalty, Brand Image and CRS & Legitimacy are the theoretical outcomes of the empirical research. In order to explain why and what brand experience design and sustainabilization offers consumers, value had to be implemented. The outcome of brand experience design by the empirical findings are brand image and brand loyalty, which explains the consumers statements and experiences. The CSR and Legitimacy are outcomes from the empirical data and can explain what consumers experience in relation to the sustainabilization in this context.

2.2.1 Brand experience design

In a consumer society, consumers are no longer exposed only to product and service attributes. Product properties are nowadays often taken for granted, and consumer decisions and choices are, according to Schmitt (1999), rather based on what emotional experiences companies and their brands contribute with and how these are received by consumers. Because of this, marketing has gone from what Schmitt calls traditional marketing, where product functionality, benefits, and quality play an important role, to experimental marketing that rather aims to create customer experiences (Holbrook & Hirschman, 1992). Unlike a traditional marketing

perspective, which views consumers as rational decision-makers, this perspective believes that consumers are emotional and that their consumption choices just as often are based on emotions, fantasies, feelings and fun (Holbrook & Hirschman, 1992). From previously applying this approach in certain specific industries, this has now become an important insight for most company categories (Schmitt, 1999). Brakus, Schmitt, and Zarantonello (2009) explain that marketing practitioners highlight how important it is to understand consumers' brand experience when developing strategies for marketing goods and services. Hamzah, Alwin, and Otwan (2014) add that brand experience helps differentiate brands and gives them a competitive advantage in the market. Understanding consumers' experiences can provide valuable implications for marketing actors since very much of the marketing activities strive to be relevant to consumers and their lives. To survive as a company in this new climate, it has become an important part of marketing to recognize how brands are experienced by consumers.

When conceptualizing brand experience, Brakus, Schmitt and Zarantonello (2009) suggest that an experience towards a brand occurs when consumers, directly or indirectly, connect to or interact with a company brand. The indirect in this case refers to that brand experience does not require the consumer to be committed or have any emotional connection with the brand. Furthermore, the concept is described as something that goes beyond consumers' general judgment, for example, positive or negative opinions about the brand. This means that attitudes are omitted. Rather, brand experience is about thoughts, feelings and behaviors that occur when perceiving an overall experience through a company's various components. Brakus et al. (2009) explain that there are different levels of success in how brand experience is being perceived by consumers. This means that some brands are experienced stronger or more positively than others.

Conceptualizing brand experience

Schmitt (1999) identifies five dimensions to brand experience which are defined as sensory, affective, cognitive, behavioral and social experiences; The sensory dimension can be achieved when triggering our senses with what we physically can see, hear, touch, taste and scent. Sensory experience affects how consumers perceive goods and services (Hultén, 2011). Using sensory marketing as a tool can help with differentiating from other brands by adding value to specific entities when for instance, working with aesthetics (Schmitt, 1999). Affective dimension is about triggering the consumers' inner feelings which can vary in intensity and degenerate in different ways. Schmitt (1999) expresses that for companies, it is essential to understand how different stimuli can trigger some kinds of emotions. Feelings are also very contextual, and their significance varies from culture to culture (Schmitt, 1999). This shows the importance of authenticity and that companies really need to understand the meaning of the messages that are sent out. Cognitive dimension includes our mind and what we think. When applying cognitive marketing, our intellectual abilities are triggered, and by surprising, challenging or provoking consumers, the goal is to create engagement and creativity towards the brand. Making consumers experience cognitive emotions such as excitement, curiosity and contributing to consumers' fascination for the brand can benefit both consumers and stakeholders (Schmitt, 1999). Behavioral dimension is about influencing consumers to act by, for example, trying new things, changing lifestyles or interactions. The behavior dimension is

much about inducing behavior change, and methods of inducting this type of marketing can include activities or messages that inspire and motivate. For instance, the goal could be to get the consumer to achieve what he or she is striving for with help of the brand (Schmitt, 1999). Furthermore, Schmitt (1999) argues that all of the dimensions above –sensory, affective, cognitive and behavioral, are included in the fifth and last dimension - the social dimension. Social dimension is described as a part of brand experience that goes beyond individuality and instead focuses on relations and relating to others. To concretize, this can both be about socially interacting with other people, as well as feeling a connection or relating to an ideal conception of oneself. Brands should be aware that people are consuming according to a lifestyle that is either striving for or consistent with their personal image (Schmitt, 1999).

These dimensions are developed out of different types of brand-related stimuli, which can consist of, for example, identifying shapes and colors, different types of design, logotypes, or typefaces which further are a part of a brand's marketing communication, packaging and physical as well as online sales environments. Brand-related stimuli give rise to response both in shape of how we behave and experienced internal response in terms of sensations, feelings and cognitions. There is no such thing as only one stimuli would trigger one specific experience dimension and just that one, in fact it could be the opposite. Meaning that for example stimuli that can be concluded in the sensory dimension such as colors, design and taste but it can also be the results of emotions (Brakus et al., 2009).

The experience as a subject is not well explored/investigated when it comes to brands, and this means it's a territory left to explore further. At present there is no established, unified or accepted image of how brand experience can be measured or what it must entail. (Hamzah et al., 2014) Contributions to developing this marketing trend, namely brand experience, are continuously added. For example, one take on the dimensions of brand experience is Hartmann's "Turtle model". The Turtle model differs from Schmitt's by adding a mythological dimension. Hartmann, Ostberg, Parment and Solér (2020) point out that myths are a huge part of consumer culture. Myths are based on a group of individuals commonly believing in the same story or phenomenon, even though a myth is not possible to prove nor disprove (Hartmann et. al., 2020). Hartmann et al. (2020) mentions that one reason why individuals choose to believe in something that could be, but may not be true, can partly be explained by the need to make sense of what we experience and therefore individuals tend to rationalize and simplify reality (Hartmann et. al., 2020). By agreeing on something that seems legitimate, we simply make it easier for ourselves. Further one reason mentioned is the individuals need for a feeling of belonging to something and when a group of individuals believe in the same story this often follows with a feeling of belonging. Myths can then be seen as culturally shared stories for finding a place in society and cultural ingredients for marketers as they tap into those myths in creating compelling commercial stories. (Hartmann et. al., 2020).

2.2.2 Value

Marketers design brand experiences to create value for consumers and society. Then it is essential for practitioners to understand what value is and how it is created. The reason why we as consumers should care and do care about marketing offerings is in simple terms a question about value, but the meaning of value is though differing between individuals and is very much contextually based. This is simply explained by the fact that people have different experiences and assumptions. For instance, this could mean that the value of the same offering can vary completely between different individuals, or that an offer in one situation can be differently valuable for the same individual in different situations. There is simply no recipe for how to create value and to a large extent, the process of creating value is often beyond the control of the companies. Instead, the value of something is often seen as determined by the consumer although the consumer is not always aware of what they consider valuable, or, what is considered valuable does not always need to be salient. (Hartmann et al., 2020) Because value can appear in many different shapes and forms there are also many ways to conceptualize the expression of value. Hartmann et al. (2020) clarifies that these different types of value in fact often co-exist.

It is possible to distinguish different types of value in order of being able to define this broad concept. There are values that are shaped in social constellations which are highly dependent on culture and norms, there are economic values which reflect supply and demand, and lastly, there are what can be explained as value as *meaningful difference* (Hartmann et. al., 2020). The latter expresses that the definition of one value must be set in context to another in order to be comprehended. Hartmann et al. (2020) clarify that seeing value as a meaningful difference teaches us that no offer, for example a product, service or a brand, by itself can hold value. Value must instead be understood by the beholder (Hartmann et al., 2020). Seeing value as a meaningful difference also challenges traditional ways of thinking about who creates value. The value chain emphasizes the idea of value being added in several steps along the process towards the consumer, and the theory therefore assumes that value is created “backstage” by companies through their different activities (Hartmann et al., 2020). Hartmann et al. (2020) instead suggests that value arises through co-creation where both consumers and companies play an important role. Instead of value being created during firm activities, value is here seen as just partly being created by companies. Companies provide conditions for the consumer to experience value in the marketing offer and therefore both parties are needed. (Hartmann et al., 2020)

Cova & Cova (2002) defines what they refer to as *linking value* which can be seen as a developed approach to what value is. Linking value can be explained as the consumers' perceived value when extended beyond functionality and others use features in an offer. From this point of view, it is not the sale object itself that is important, but values that come with it. The term is used to describe the value in the social connections or bonds between individuals that can appear in relation to, or because of, a product or a service which can be manifested in, for example, brand communities. (Cova & Cova, 2002) Further one way to understand value is by seeing it as something that can help create or keep up an image of identity. Holt (2004)

summarizes these assumptions in the concept of “identity value”. A brand, product or service is out of this point of view seen as a symbol used to enhance our ideal self. If what we consume is considered holding an identity value, the objects we consume become a reflection of who we are striving for to be. (Hartmann et al., 2020)

2.2.3 Brand Loyalty as an outcome of brand experience design

Brand loyalty can be explained as the buying behaviors that users have over a repetitive time connected to their biased positive emotional, appraising and/or their behavioral inclination to a brand, whichever choice of product, labeled or graded alternative. Integrated marketing communications, for example when a company promotes a new logo or slogan through multiple media such as social media networks, is vital in convincing consumers and gaining brand loyalty. Consumers become brand loyalists when they repeatedly buy their preferred product brand and choose well-known brand names over other competitive brands, as well as when they use it for social recognition. (Sasmita & Mohd Suki, 2015)

When trying to obtain a strong market share, loyalty is very important for companies. Brand loyalty can be vital in a company’s marketing strategy and can determine success on the market. To gain loyal customers it’s often in the firm’s best interest to center their marketing strategies to promote benefits and value savings for their consumers. This can for example be benefits when shopping, discounts and rewards. On the other hand, a loyalty initiative is not guaranteed success in the long run, in the short run it can work as a liability for the company. For example, if consumers are more concerned with saving money and likely to switch brands in order to benefit from offers that are more economically beneficial, the loyalty initiative isn’t sustainable, and consumers are not brand loyal. (Mostafa & Kasamani, 2021)

The brand loyalty concept symbolizes the degree of attachment a customer has for a brand and furthermore, this can be linked to *use experience* (Liu, Li, Mizerski, Soh, 2012). Previous researchers suggest that attitudinal and behavioral dimensions can be found in brand loyalty. The dimension of attitudinal describes consumers overall satisfaction and the behavior dimension describes consumers tendency to repetitively buy a particular brand over time. It’s also stated that loyalty has a positive relationship towards attitude and brand image. Consumers managing knowledge about a brand's image and their attitude towards a brand can be viewed to result in the outcome of loyalty. (Liu, Li, Mizerski, Soh, 2012) Mostafa & Kasamani (2021) highlights the relationship between brand experience and loyalty. The authors explain that brand experience is the outcome of different stimuli that triggers consumers' eagerness and pleasure which results in consumers’ willingness to repetitively experience it again. Brakus et al. (2009, p. 63) adds that “*brand experience should affect not only past-directed satisfaction judgments but also future-directed consumer loyalty*”. Thus, consumers would be less likely to purchase from competitors and more likely to stick to the brand and recommend it to others. (Mostafa & Kasamani, 2021)

2.2.4 Brand Image another outcome of brand experience design

Results from several studies show that brand experience has influence on a company's business and consumers image of a brand (Hamzah et al., 2014; Sirapracha & Tocquer, 2012). Keller (1993) expresses the fundamentals of building a strong brand image in order to differentiate from competitors and thus survive in a competitive climate.

When defining brand image as a concept it can be described as the “*perceptions about a brand as reflected by the brand associations held in consumer memory*” (Keller, 1993, p. 3). The definition declares that brand image is built on what consumers have on top of mind when thinking about a brand or in other words what consumers remember concerning a specific brand. The term “*perceptions*” express that what consumers remember about a brand does not always have to be motivated. Rather, brand image can just as well be built on emotions that consumers associate with a particular brand (Keller, 1993; Dobni & Zinkhan, 1990). Brand image can further be explained as the value added to a company's offered products or services (Flores-Hernández, Cambra-Fierro & Vázquez-Carrasco, 2020). The consumers' image of a brand is created through communication that a company sends out and through the direct experience's consumers have in relation to the brand (Keller, 1993). There are consumer theorists that believe that there in some contexts are a relation between brand image and the self-concept. To further elaborate, this means that the buying behavior sometimes is determined by how well consumers' self-perception agrees with the perceived image of a brand (Dobni & Zinkhan, 1990).

2.2.5 Sustainabilization

Sustainability can be found in all the previously mentioned dimensions of brand experience design. Sustainability is valuable for brands and corporations' survival in more than one way. It is important for competitive advantages, differentiation in the market, brand loyalty, brand image, and to have a good impact on the environment and society. Sometimes sustainability can be perceived as a unit of the corporation that needs to be filled. This is what sustainability wants to work against, the importance of sustainability is that it needs to be implemented to the core of the corporation in order to have an effect. It needs to be an entity with the whole company; therefore, sustainability needs to be implemented in the brand experience and can be a powerful tool for marketers in the contribution to sustainability and sustainable marketing. (Gordon, Carrigan, Hastings, 2011) In today's modern society, sustainability is growing more important for public and private management and demands responsibility both socially and environmentally (Flores-Hernández, Cambra-Fierro, Vázquez-Carrasco, 2020). The interest in issues regarding Sustainability have grown into a mainstream concern (Gordon, Carrigan, Hastings, 2011). Sustainability can be explained by the following definition: “*The consumption of goods and services that meet basic needs and quality of life without jeopardizing the needs of future generations*” (Gordon, Carrigan, Hastings, 2011 p. 2). The term Sustainability often entails three components: the ecological, the social and the economical sustainability. Together and integrated the three must interact and support each other in the process to achieve sustainable development. (Hansson, 2020)

The ecological sustainability can be described as a foundation for the other two components. Ecological refers to the earth's ecosystem and in the long run it's about sustaining the resources such as natural resources, climate change, production of energy and food, clean water, and resilience. Social sustainability concerns people's living conditions in society for example good health, safety, education, justice, exercise of power and the opportunity to improve existing living conditions. This includes both the individual perspective and how the living conditions are distributed between people and groups. The last component, economical sustainability, can be described from two different perspectives. The first perspective is that economical sustainability is a tool to achieve ecological and social sustainability without affecting them in a negative way. The other is that economic sustainability is the same as economic growth and to achieve this it can be done at the expense of the other two components. (Hansson, 2020)

Gordon, Carrigan and Hasting (2011) outline that marketing has played a complicit role in encouraging unsustainable consumption and behaviors but doesn't have to be, since marketing can have the power to change behaviors. Implementing sustainability at the core of your business can not only be beneficial to sustainable development but also to the company and stakeholders because sustainability can act as a compelling argument from a consumer perspective. Reports confirm that ethical and green issues can serve as an influencing factor in consumers loyalty and buying decisions. (Gordon et al., 2011) Flores-Hernández, Cambra-Fierro & Vázquez-Carrasco (2020) describes that today's market is very competitive and the fact that companies commit to sustainability can on the other hand also lie in the fact that it depends on the company's success or failure. Hence, this makes firms obligated to legitimize their activities. This is where many companies turn to the concept of Corporate Social Responsibilities (CSR).

2.2.6 CSR and Legitimacy

Corporate social responsibility has in the recent decade grown more important, corporations are dealing with rising expectations from the social surroundings and the concept has been given attention from scholars and practitioners. (Palazzo, Richter, 2005; Oh, Bae, Kim, 2017) Corporations view the concept as vital in enhancing firms' financial performance (Oh, Bae, Kim, 2017). This also includes the tobacco industry, where companies have started to position themselves and strive to be viewed as good corporate citizens (Palazzo & Richter, 2005)

CSR can be defined in different ways, one definition is *“as a set of economic, social and environmental sustainability principles which companies implement voluntarily, regardless of existing regulations.”* (Flores-Hernández et al., 2020 p. 936-937). Another definition by the European Union is that CSR is a concept where *“organizations voluntarily integrate social and environmental aspects in their operations and interactions with their stakeholders.”* (Flores-Hernández et al., 2020 p. 937). The concept of CSR purposely aims at legitimizing corporation activities and to gain corporate acceptance. The general motive of a corporation's CSR activities is to gain social acceptance and by demonstrating the corporate engagements that are socially responsible the company can gain competitive advantage (Palazzo & Richter, 2005;

Oh, Bae, Kim, 2017). In this way corporations can secure trust from stakeholders. Legitimacy can be defined as “*a generalized perception or assumption that the actions of an entity are desirable, proper or appropriate within some socially constructed system of norms, values, beliefs, and definitions*” (Palazzo & Richter, 2005 p. 390). By showing of CSR engagements, corporations hold themselves accountable for their actions and consequences, which in ways can effectively help brands and business objectives and also contribute to societal wellbeing. When embracing CSR, companies can create consumer awareness, a sense of attachment and a positive attitude that favor the company and build a good reputation and corporate image. (Flores-Hernández et al., 2020)

CSR is advantageous for companies because it's stated that consumers' perceptions of the company affect consumers' willingness to buy or recommend products. Furthermore, the consumers' feelings towards the company are related to their perceptions of the company's CSR commitment. It's also stated that there is a relation between CSR, business reputation and brand image. The definition of brand image can be explained as the utility or added value that the brand contributes to a product, and this is tied to associations consumers have in their memory towards the brand. A positive brand image can be created by using CSR and this in turn creates positive consumer attitudes. What the concept of CSR also does is that it raises information sharing and cooperation, meaning it builds trustworthy relationships between stakeholders. When firms are committed to sustainability it leads to a positive company image through transparency in combination with behavior adjusted to social norms. Therefore, CSR can work as a voice, channeling the values of the company and legitimizing their activities. (Flores-Hernández et al., 2020)

3. Methodology

In this chapter following methods used in this study will be presented, motivated, and explained. The following research strategy, theoretical framework, data collection, sampling method, interview guide and a description of the data analysis method will be presented. Lastly an ethical consideration part will be presented and a methodology critic.

3.1 Research strategy

In this study, the aim is to capture how consumers perceive and experience the brand ZYN and their product white snus, and furthermore what place sustainability can have in this context. We wanted to investigate the consumers' experience in this area and decided that a qualitative research strategy was preferred over a quantitative approach. Bell, Bryman and Harley (2019) highlight the differences between qualitative and quantitative research. The qualitative research focuses on using words to present the analysis of society and proceed from the perspective of the participants. It also seeks to understand the reality of the participants' worlds from their perspective. A quantitative approach on the other hand, focuses on numbers, how to measure the social life and process from the perspective of the researchers where they control and structure the angle of the investigation. In contrast they usually don't have the close involvement as the qualitative strategy and rather seek to not interfere with the data. Therefore, the qualitative strategy is preferable in this study when investigating the consumers' perceptions of their social reality.

When talking about the difference between qualitative and quantitative research, Bell et al. (2019) also talk about the relationship between theory and research. This is usually referred to as an inductive research approach or a deductive approach. Bell et al. (2019) explains the inductive approach where theory emerges out of the research, collected data and analysis of data. The deductive approach, unlike the inductive, means that the theories are controlling and guiding the research. Patel and Davidson (2019) explain a third approach to the relation between theory and research and present an abductive approach. The abductive approach is a combination of the inductive and deductive, it offers an approach where from the point of view of a previous case formulate a hypothetical pattern that can explain the case and which suggests a further theoretical depth. This theory or hypothesis can then be tried on a new case and further enhance the original theory or hypothesis and widen the general perspective. The abductive approach is used in this thesis. The investigation originated out of the two theories of brand experience design and sustainabilization in the context of a tobacco company, Swedish Match, and their new product, white snus. The investigation focuses on the consumers perspective of how they perceive the brand and product. In the process of collecting data and analysis other theories emerged that helped explain the consumer's social reality. These are brand loyalty, brand image, CSR and legitimacy.

3.1.1 Theoretical reflections

In the theoretical framework two main theories were originally chosen to investigate the study, the brand experience design and sustainabilization. The two theories relate to each other

because of the importance brand experience design and sustainability has in society but also for brands and corporations. Brand experience design is a powerful tool in marketing where brands can enhance their brand image and create an experience which offers consumers value through different dimensions (Hamzah et al., 2014; Sirapracha & Tocquer, 2012). Brand experience design doesn't usually have the sustainability perspective in their marketing strategy, but sustainability is seen as highly important for a corporation's survival (Hamzah et al., 2014). In the brand experience design model originated from Schmitt (1999) an additional dimension of Hartmann et al. (2020)'s model is added, the myth dimension. The explanation for this is that many myths have circulated in the media regarding the white snus, these brands and sustainability. In the context of the tobacco industry sustainability is also a part of the corporations but have earlier been viewed as a separate entity rather than a part of the company as sustianabilization describes (Gordon, Carrigan, Hastings, 2011). This has led the research to the theory of CSR and legitimacy. The new white snus offers the tobacco industry a new way to market their product in terms of sustainability. The unregulated product has also given marketers a free opportunity to market without any restrictions where brand experience design describes a way to create an experience around the product and gain consumers. This is where brand experience design and sustainability meet, two important strategies in creating brand loyalty and brand image but also can create value for society, consumers, marketers and producers.

3.2 Data Collection

The data collected in this study consist of both primary data and secondary data. Patel and Davidson (2019) distinguish between primary data and secondary data by explaining primary data, as data that is collected from the main source or something the collector witnessed firsthand, and secondary data as data that's collected and/or analyzed by someone else first. This thesis has collected relevant data based on the presumption that could help answer the purpose and research questions of this study. Secondary data have been collected in the form of relevant documents such as annual reports, previous research in the chosen subject, literature and articles relating to the subject and theories. Information for this study has been collected from trustworthy sources from databases of the University of Gothenburg. We have preferred to use peer-reviewed, acknowledged and scientific documents when constructing the theoretical framework. Photographs and texts on the social media platform, instagram, have also been used to analyze the company's marketing and collaborations with influencers. The data collected also mainly consists of primary data in the form of qualitative, semi-structured interviews.

Bell et al. (2019) describes interviews as the most commonly used method to collect data in qualitative research. The authors explain that qualitative interviews are a term that describes the different types of interviews that are used in qualitative research strategies. In contrast to the quantitative research strategy where questionnaires, structured interviews and surveys are typically used, the qualitative interviews are less structured. These two types are explained as unstructured interviews and semi-structured interviews. In qualitative interviewing the interest lies in the answers from the point of view of the interviewees and not in the interest of the

researchers' concerns. The unstructured interview according to Bell et al. (2019) can be seen as a conversation, it's much like its name, fully unstructured and can be conducted based on a series of topics or a single question asked. The semi-structured interview usually has more questions and specific topics that need to be covered. *An overview of the interview guide can be found in the appendix.* The study mainly had two subjects that needed to be covered - brand experience design and sustainabilization. Because of this, the questions needed to be formulated in a way that was not limiting, but at the same time would lead the interviewees in the right direction. This explains why a semi-structured interview was preferable. There are benefits to the semi-structured interview in terms of the flexible structure that was favorable in this study. The interviewers follow the interview guide to a certain extent, but the questions don't have to be asked in a specific order. This made it easier in this study for the interviewees to speak freely and questions that already covered the topic didn't need to be asked again. It also leaves room for follow up questions which is advantageous since questions can be interpreted differently by different people.

3.3 Sampling method

When it comes to sampling methods in qualitative research, Bell et al. (2019) present that it often refers to purposive sampling, this approach usually means that the sampling is conducted with the goal to collect relevant data that can answer the research questions. The research questions often indicated what units needed to be sampled. In this study, to answer the purpose and research question, the units sampled are the consumers of ZYN and white snus. This can further be described as *Criterion sampling* (Bell et al., 2019). A criterion sampling builds on the presumption that all of the sampling units need to meet a particular criterion. (Bell et al., 2019) In this case the criteria used are that the consumers chosen, need to have some knowledge or awareness about the brand ZYN and white snus. The criterion of general knowledge or use of white snus in general had to be implemented because when asked consumers about the opportunity to be interviewed many of them stated that they didn't consume the specific brand of ZYN but knew of it or that they varied between different brands. Eleven people were chosen to participate in the interviews of this study with the criteria described above. Contact with the consumers was initially established through our own contact network and though these contacts more participants could be reached. This study has not taken any consideration to differences of gender and will therefore not be mentioned. Age has also been a criterion when sampling, the participants are between twenty to thirty years old, this is because we wanted to look at a younger consumer group since white snus in the media is described to be most alluring to the younger generation (Blomberg, 2021). Although it has not been relevant to identify the different participants through age since this study doesn't investigate differences between the participants and will therefore not be further mentioned. The study aimed at the Swedish market and therefore sought out Swedish consumers. All interviews were possible to perform face to face, but preparatory information was provided by telephone or via text message. After that, date and time was established for the interviews.

3.4 Interview guide

When establishing an interview guide the two main theories were used as the main topics to investigate in order to collect relevant data to answer the research questions. According to the main topics, questions were formed to investigate the consumers perceptions and experiences. Suggestions that Bell et al. (2019) proposed in what we should consider when forming the interview guide was considered for example, create the topics and research questions in an order that makes the interview flow easily, create questions that help you answer your research questions, use language that are easily understood and don't ask leading questions like suggestions of what to answer. *See interview guide in appendix.* When the interviews were to be conducted, we again stated what the study investigates, what part the participants are contributing with and how the data will be handled. Information regarding anonymity and audio recording was also given. The guide starts with a section of introduction questions where questions regarding the brand are stated and white snus in general to get a starting point to the interview and assess what knowledge and use the consumers have of ZYN and white snus. Structuring questions were also used to guide the interviewee through the different topics which was particularly useful when moving between the topics of the affective dimension and the cognitive dimension since these are easy to mix together. Most questions had an open interpretation to what they experienced but also follow up questions occurred, and silence was given to make the interviewees time to reflect over what to answer. A specific question regarding sustainability was asked with an indirect question, which Bell et al. (2019) describes is a question that seeks the individual's own perspective of a matter. This was asked with an explanation of Swedish Match's vision of creating a tobacco-smoking free world and offering snus and white snus as a solution which in their terms contribute to the general public's health and asked what they thought about that.

One pilot interview was conducted in the beginning which according to Bell et al. (2019) is always desirable if possible. This made it easy to see if the interview guide was comprehensible and some changes were made in the language to better suit the easy flow in the questions and facilitate the understanding for the interviewees. When conducting the interviewees both researchers were involved where one led the interview and the other asked follow up questions where needed. All interviews were conducted face-to-face in order to capture any body language or other reactions. To make it easier for the interviewees, we were flexible when it came to choosing an interview location, and an average interview took about 30 minutes to complete. Linguistically, the interviews were conducted in Swedish which was each person's mother tongue. This was done to make the person comfortable and thus capture various linguistic expressions that we might otherwise risk losing. Therefore, in the analysis part quotes had to be translated but were done in a thorough way to establish that the meaning didn't fall out of context and reflected what the interviewee meant.

3.5 Data analysis

The interviews were recorded in order to establish that no information got lost in translation and transcription. The raw data were managed and transcribed in a detailed manner word by

word. Bell et al. (2019) describes that managing large data is one of the main difficulties in qualitative research. One of the most common approaches in qualitative data according to Bell et al. (2019) when dealing with a large amount of data is a thematic analysis. A thematic analysis according to Braun and Clarke (2006) is described as a method of identifying and analyzing as well as reporting themes within data. Shortly described, it organizes and describes your data in detail and sometimes furthermore interprets different aspects of the investigated topic. The authors explain the method to be well used but have no acknowledged structure of how it must be done (Braun & Clarke, 2006). This study has used a thematic analysis to structure the collected data.

In the first step of analyzing the transcribed data, codes and themes were detected. Braun and Clarke (2006) explain that a theme can count as something important in the data that is related to the research questions. Bell et al. (2019) describe that it can for example be patterns, repetitions, similarities and differences. The themes used in this study are chosen according to the two theories of sustainabilization and brand experience design with the different dimensions. The codes were detected based on repetitions of what seemed most valuable, patterns, similarities and differences. The codes were in the second step divided into sub-themes and in the third step coding words were placed in each category. This approach made it easy to detect repetitions and notice patterns of what was most important. The process of coding was time consuming, but it made the rest of the analysis process easier since it was structured in a thematic structure (Bell et al., 2019). *The table of coding can be found in the appendix.* The last step was to write the findings, discussions and analysis, which also is written in a thematic analysis according to each theme to help answer the research questions. The citations from the interviews have not been altered in order to not lose the emotional expression of the interviewees' experiences.

3.6 Ethical consideration

This study has followed the advice of Bell, Bryman & Harley (2019) of ethical considerations in the challenges that can arise and tried to make informed decisions in the course of the research. The ethical considerations can be taken into account through four main areas to establish that the study takes ethical responsibility; these are whether there is harm to the interviewees, the study lacks informed consent, an invasion of privacy may occur or if deception is involved. (Bell et al., 2019) In preparation of the interviews, questions and information was stated regarding the anonymity of the interviewees. Information of the recording of the interview was met with consent and the knowledge that they would not be published in full scale but quoted, they were also informed of the possibility that the study would be published online and used for research purposes. Informed consent was established, and no personal information will be published in order to not make it possible to identify the interviewees to make sure no harm can be done or invasion of privacy. (Bell, Bryman, Harley, 2019) The questions were stated in a way that made it possible to ensure the interviewees full possibility to create their own answers and by using quotes, this established that no deception could be possible. (Bell, Bryman, Harley, 2019)

3.7 Methodological criticism

This study, much like many other studies, can be criticized. The qualitative research strategy can sometimes be met with criticism. Bell et al. (2019) describes that qualitative research can be seen as too subjective, meaning that the findings rely on the researchers view and often unsystematic view, concerning their decisions about what is important and what can classify as significant. It can further be difficult to replicate since it's seen as close to impossible to make an exact replication of the same situation and with the same presumptions at that exact time. Much of the difficulties and disadvantages lie in the researcher's approach, such as that the researcher decides what to focus on can be a product of their preferences and interpretation will be influenced by the researcher's subjective opinions. Another disadvantage is that a qualitative strategy has difficulties in making generalizations, since the scope of the study often is restricted, and small numbers of participants are often used. This, on the other hand, can be explained because this is not the purpose of the qualitative strategy and interviewees can't represent an entire population and their social realities. Lastly, another aspect is the lack of transparency since it's not guaranteed that researchers actually did what they described and how they arrived at the conclusions of the study. (Bell et al., 2019) Ethical considerations have been taken into account in regard to this study presented above to try to overcome the difficulties with qualitative research, as well as considered trustworthiness and authenticity described below to make sure the quality of this investigation.

3.7.1 Trustworthiness and Authenticity

Regarding research design, Bell et al. (2019) explain that it relates to the criteria that evaluated the quality of the research. Usually these criteria describe as reliability, replicability and validity but the authors state that these suggest mostly in relation to quantitative research and propose a different criterion called trustworthiness and authenticity. There are four aspects of trustworthiness, credibility, transferability, dependability and confirmability. These aspects have parallels with the common criteria of quantitative research both are adapted to the qualitative approach. (Bell et al., 2019) The aspect of credibility criticizes how believable the findings are and this aspect have been taken in consideration when assessing the data to ensure that the research is conducted according to good practice and clarifications have been discussed with the interviewees to ensure that their social reality have been understood in the right way. This leads us into the other aspect of transferability which asks if the findings apply to other contexts. Since qualitative data usually investigates contexts that are unique and the significance of social realities are studied, the transferability focuses on detailed descriptions and rich accounts (Bell et al., 2019). This has been considered when describing the empirical findings and motivated with clear and detailed quotes from the interviews. The third aspect involves if the findings can be applied to other contexts and this has been done in a detailed manner of describing and displaying through the study all phases and steps in this study. The last aspect, confirmability has been applied throughout the whole process of the study and concerns if the researchers have allowed their values to intrude. This has thoroughly been considered when searching for primary and secondary data in order to not involve preconceived thoughts of the researcher's knowledge or preconceptions of the outcome of the study.

4. Findings, Analysis and Discussion

In this chapter the findings, analysis and discussion will be presented structured in three different sections. First a section will be presented as an introduction entailing the consumers perceptions about ZYN and white snus. The second section presents seven related themes and proceeds with a summary of the analysis related to brand experience design. The third last section will present the theme Sustainabilization followed by a summary of analysis related to Sustainabilization.

4.1 Introduction

When trying to find what consumers specifically thought about the brand ZYN, many other brands were mentioned. All the respondents didn't specifically use ZYN on a daily basis, but all of them were familiar with the brand. Therefore, this study focuses on ZYN, but also the general role the product white snus has. Subjects concerned could, for instance be, the importance of brands when choosing and consuming white snus, the experiences around ZYN and if the perceptions of the experience were similar or different relating to other brands.

When asking about the consumers' introduction to white snus and more specifically ZYN, it was possible to distinguish two types, through direct or indirect marketing. Direct marketing is related to in-store exposure or commercials, mostly in social media. Interviewee 1 explains: *"(...) you get a little exposed to them daily. I mean, when you go to shop at Hemköp, you go past the snus-shelf and then you check in there and you see all of the snus, and ZYN has quite a colorful design and a popping text (...)."* Further, one type of marketing mentioned is getting free samples. The respondents describe interactions with ZYN for example, when the company is giving out free products in public places.

Indirect marketing includes social interactions such as "word of mouth" marketing or just seeing other people use the products in social environments. Interviewee 1 continues: *"(...) but I think it's most common to see others around you use it. For example, if you see someone sitting on an outdoor terrace with a beer and a can of snus that says "ZYN", I think: ZYN, there are three letters, I should probably remember that."* It seems the social factor is of big importance to the consumers. The respondents describe being introduced by, for example, friends or colleges. The interviewed consumers also tend to exchange snus varieties and flavors with each other, which explains another way of introduction to new brands. This is an example of what the cognitive and behavioral dimension of brand experience strives to create, engagement and creativity as well as influencing consumers to try new things and interact with the brand. (Schmitt, 1999)

It can be interpreted that most of the interviewees somehow consider the brand important, although not everyone explicitly states so. Interviewee 10: *"No, but I have a hard time trying new things, so I stick to one that I know, I have tried and like."* This tells us something about how loyalty is functioning within this industry. Some explain that they choose between either ZYN or Lyft, both of which are the largest companies on the market in Sweden. Interviewee 6:

“the only two brands I would buy are Lyft and ZYN. I don't really know the reason for that, but they attract me and they generally seem good.” Further one person describes a kind of trust, and that there is a certain expectation on the large brands to deliver good quality. This can be an expression that the choice of brand is based on what is well-known, socially accepted and therefore considered legitimate. This has further led to a good reputation and a positive brand image (Flores-Hernández et al., 2020). At the same time people express that they have a hard time differentiating these brands from each other. Interviewee 1 expresses: *“(…) I don't see much difference between other brands that sell white snus so I would say that I get the same feelings when I think of ZYN as when I think of white snus.”* Interviewees 8 and 10 expressed similar thoughts. From what the interviewees describe, it can be interpreted as brand loyalty, with the repetitive buying behavior of their preference and choice of well-known brands (Sasmita & Mohd Suki, 2015). It also indicated that ZYN is a well-known brand and therefore has a positive brand image (Liu, Li, Mizerski, Soh, 2012). Detected however is that the brand loyalty could be considered weak since there's no specific differentiation between brands, but the behavioral dimension of brand experience design indicates a repetitive behavior (Liu, Li, Mizerski, Soh, 2012).

4.1.1. Sensory Dimension

In the theme of sensory, we asked questions regarding consumers' perceptions of the white snus in terms of what we can see, hear, touch, taste and scent. In agreement with Hultén (2011), the marketing used to trigger the senses seems to have resulted in a strong perception of ZYN and therefore also the product. Despite the fact that not all respondents consume the ZYN brand, there is a clear perception of the brand. The empirical findings showed that taste was one of the most repetitive variables among the interviews. The interviewees also directly expressed that taste is an important product attribute of the white snus. Interviewee 9 elaborates: *“Yes absolutely the flavors are actually quite important. It pretty much determines how fresh it feels, just like with chewing gum and soft drinks. I think it's a pretty good comparison. The flavors play quite a big role.”*

A common description was that the taste of the product was “good” and “fresh”. The interviewees who stated that they had tried different tastes either explained this by being a fun activity among friends or on purpose to not get tired of one taste. Interviewee 4 states:

“Different tastes mean variation, so that you don't get tired of one. Since it is a product that I use every day, it is fun that there is much to choose from. It is quite important with the flavors because you can match the taste with what you feel. Had it been a very boring taste, I would probably still have consumed it because of the nicotine, but it might not have attracted so much. My friends and I who use snus, for example, may find it fun to test if there is a new taste.” (Interviewee 4)

At the same time, all interviewees had a preference regarding taste, and it is generally expressed that the same taste is often bought on a routine basis. There is a clear connection between the

sensory dimension of brand experience design in terms of what we can taste and with the use of flavors that creates value for the consumers (Schmitt, 1999).

When asking about the design, many expressed that this is an important part. The interviewees describe the look of the packaging as “appealing”, “sweet”, “clean” and “colorful” and that it makes it more fun to buy the products, but some also expressed that the design could be used more practically, as an indicator of how the product itself tastes (Interviewee 6). One interviewee compares the packaging of white snus with the packaging of traditional snus and explains that the traditional cans are often much darker in relation to the brighter and fresher cans of white snus (Interviewee 4).

Regarding the questions of strength and the amount of nicotine in the product, the respondents had very different preferences. Someone described that there could be some variation in strength when wanting an extra kick. Regarding the size and shape of the nicotine pouches, many expressed it as an advantage with multiple choices. While one person (Interviewee 4), among others, expressed that small pouches were preferred because of the discreteness, another person (Interviewee 8) expressed: *"I don't want the little ones, the girl-snus"*. Some varied the size of the bag based on context. For example, an interviewee (Interviewee 11) describes: *"if, for example, I'm at work and I don't want it to be to apparent that I have snus in my mouth, I choose a little smaller one, but if I'm at home and just relaxing, I might take a little bigger one"*. The result shows that nicotine strength and size and shape creates value for consumers in terms of what they can touch and feel which describes the sensory dimension in brand experience design.

Nothing special about the sound directly linked to the product was mentioned, and nothing was protruding about the scent either, except one interviewee describing the scent, similar to taste as “fresh” (Interviewee 9). Although, most interviewees automatically drew links to the scent of smoking cigarettes and elaborated that what they liked about the product was that it didn't smell and therefore felt fresh. When we asked what one interviewee generally thought about white snus, we got the answer: *"I think it's great, because I smoked before, and white snus made me stop. I think it feels much fresher with white snus, like, it doesn't smell."* (Interviewee 4)

4.1.2. Affective Dimension

In the affective dimension, we asked the interviewees what feelings and emotions they might have for the white snus and the brand ZYN. The results in broad terms detected positive emotions and negative emotions. This goes in line with the theoretical framework which points out that emotions associated with a brand can be either positive or negative but still contribute to creating an experience (Schmitt, 1999). The general attitude towards the product and the brand were positive, for example interviewee 3 states, *"It is also positive. They have many different flavors and it feels like they have something that suits every type."* Interviewee 6 describes their feelings as *"Positive. In the beginning, it was more about the kick instead of alcohol. Now, I may not get the same kick anymore, but now I can still feel a craving for the*

product. It just gives a nice feeling.” Interviewee 9 states, *“They are positive, I must say. Everything from the fact that it is much fresher in general when people are sitting at the dining table or out eating.”*

Many of the interviewees described their feelings as a “good feeling” and a “nice feeling” in different choices of words (Interviewee 1; Interviewee 2; Interviewee 3; Interviewee 5; Interviewee 6). They also described feelings such as relaxing, safety and well-being. Interviewee 1 describes *“If you have something difficult to take care of, for example a job or a difficult exam, snus works as a patch on the wound because it makes you relax a bit.”* Interviewee 10 agrees in the statement and says, *“(…) it's like you feel a little calmer, like you can feel that you can finally relax.”* Interviewee 7 explains *“Since I am a consumer of snus, I would say that it has become a feeling of safety to have this, knowing that I can have a snus under my lip.”* With this said, consumers' inner feelings are triggered and indicates that the affective dimension succeeds in creating positive emotions and value for the consumers (Schmitt, 1999).

Their feelings also indicate contextual feelings, meaning that they arise and differentiate in different contexts such as partying, after meals and social contexts. Interviewee 10 and 3 describes that *“It is very good to take after food, then the feeling of satisfaction is in place.”* (Interviewee 10). Interviewee 9 and 4 thinks about what feelings are evoked and describe it, *“I'm thinking of partying, I feel a relaxed environment, a pleasant atmosphere and friends because I associate it with partying.”* (Interviewee 9). Interviewee 4 paints a picture and describes it like this *“I'm thinking of summer, heat, alcohol, a snus to the morning coffee. It is connected to many good times.”* (Interviewee 4).

Some of them also make statements indicating that white snus has a socially accepted image in society from their perspective. Which also describes the general attitude detected that white snus can be seen as a great substitute for smoking and sometimes alcohol. Interviewee 8 describes that *“It feels a little better to use white snus than regular snus because it is without tobacco and it feels a little fresher. You don't get as dirty in the mouth and it feels more when it triggers the nicotine”* and interviewee 9 expresses that the benefits are:

“Everything from the fact that it is much fresher when people in general use it (...) it's fresher when it just smells like mint than that classic snus scent and seeing it as a substitute for smoking is great because it's fresher. Much like with cigarettes as snus has been a substitute before it is still the case that the scent is quite disgusting and in appearance while white snus is more like a chewing gum which most people accept.

Interviewee 10 adds to the fresh argument stating *“(…) it is cute and small and white, no strangeness and looks very clean in some way.”*

The feeling of the white snus or rather the effect of it stimulates feelings such as that it's tasty, the nicotine creates a feeling or rush and it's fresh. Some see it as a reward or that it can make

life more fun like interviewee 6 states when consuming white snus “*I get a good feeling, life feels a little more fun.*”. Interviewee 11 states:

“I get completely hyped, it's really like, now I'll take this, and I deserve it, and sometimes you can use it as a reward method. What a good job I did. Now I should take a white snus. It really is the best feeling especially when it is strong and you'll know that, now I will get a kick.”.

Interviewee 4 states that after a difficult situation “*(...) then I take a snus instead after I have performed to get a reward.*”.

Aside from the positive feelings the interviewees also expressed negative feelings. A lot of the positive feelings and emotions came with negative emotions in what can be described as conflicted feelings. The empirical data also found signs of defense mechanisms and some expressed negative effects of the products. The negative emotions that the interviewees expressed often followed the positive feelings they described and lead to conflicted feelings, for example interviewee 1 describes it as a “*Love-hate relationship*”. The positive emotions follow with the negative “*But then there is the hate part which is the slightly gnawing conscience that it costs money and it is difficult to argue that it is particularly healthy. Then there is also the feeling that you feel a little weak about having an addiction.*”. Interviewee 2 second the emotions and said “*It's a bit mixed feelings. It's hard to be addicted and I've thought about quitting a few times. It is expensive and tedious to be addicted to something.*” The dilemma of a bad emotion towards being addicted to something is shared by interviewee 3, 5 and 4, they express that it might be a good substitute for smoking but states that “*(...) then I feel a little worried because you don't really know the side effects because it is a relatively new product. It may appear later that it affects the body negatively.*” Interviewee 7 contribute with a perspective where being a consumer of white snus can cause shameful conflicted feelings “*I'm not directly proud to use snus, I would not say that, but if you were to compare white snus the tobacco-free, then it sounds a little better and it is, well maybe not good to for the body of course, but tobacco-free is perhaps a better alternative.*” Furthermore, interviewee 5 describes a negative feeling about white snus and the industry in general and explains that they are only concerned with making money “*The industry itself is dirty, I think. (...) if it had not been for a brand that really turned out to be very positive, but I don't see that it can really happen in that industry.*”

When the interviewees express their positive and negative feelings. They make counter arguments about what's good and bad about the product. Even though the product can make them feel bad, they still use it. They use it in cases where it can be interpreted as a defense mechanism where they use the product to protect themselves from difficult situations, emotions and stressful situations. This is clearly stated by interviewee 4 “*(..) in other situations, such as when we are sitting here or in other important situations, I don't use snus because it becomes a bit like a disturbance and it triggers the body, instead I take a snus after I have performed to get a reward.*”. Much like interviewee 1 described when using it as “*a patch on the wound*” and to feel relaxed. It also resembles the connection to the feeling of safety that some feel when

having the white snus pouch with you, but in the case of interviewee 7 it can also have reversed effect if *“for example, if I haven’t brought my can with me or it runs out, then I get a little stressed, it’s about knowing that I have access to it and the fact that if don’t have it, then I always make sure that I have a box with me.”*

4.1.3. Cognitive Dimension

When we ask the interviewees to explain their thoughts, as opposed to their feelings, in relation to white snus and the ZYN brand, we get several different answers. This may not be so strange as these questions are very broad and free to interpret. Some of the interviewees describe good, harmless associations when thinking about ZYN. For example, interviewee 11 paints us a fictional image being on a beach with a glass of wine and a can of ZYN laying on the table. Another describes mixed feelings and thoughts appearing. Interviewee 10 explains: *“(…) it can be a little hard, the emotions want it but, the thoughts say a little bit the opposite”*.

Much like researchers within the theoretics of brand experience design explains, the dimensions don’t have to be one-to-one correspondent (Brakus et al., 2009). In this case, answers regarding the cognitive dimension to a large extent flow together with answers we got about the affective dimension and the social dimension (which will be further developed in that section). The interviewees who automatically thought about the social aspect when thinking about ZYN explained: *(…) just that it is trendy, social media, influencers, events. Now, it has decreased a bit, I don’t see them as much on influences and social media as it was in a period, but I would say that I associate it with something trendy”* (Interviewee 7).

Not many of the interviewees admit to a direct involvement in the specific brand used. Though, the majority say that they always buy white snus by the same brand, and some express a certain commitment when new flavors are released. Interviewee 9 explains: *“I’m committed to the level that I’m interested in what they taste like and what they release and partial design then. Beyond that, I’m not really familiar with the brand as such.”* Most of the interviewees express a similar attitude towards not caring that much about one specific brand. Interestingly enough, one respondent first expressed that they didn’t really feel that much of an engagement towards a specific brand, but then later stated: *“(…) I see Lyft as “my” brand. When I talk to people, I can still say that I consume Lyft”* (Interviewee 4). This indicates that they may be more engaged and loyal towards these brands than what is expressed when asked. Further, possibly strengthening this reasoning could be the fact that all the interviewees asked if they would recommend “their” brand to a friend, answered yes.

When questions about thoughts surrounding ZYN as a brand were asked mainly two variables were recurring, “interesting” and “new”. When asking them to develop their reasoning about why ZYN is seen as interesting, interviewee 3 explains: *“I think that white snus is an interesting phenomenon and a relatively new thing. There are a lot of people who also use ZYN. They grow very fast.”* When a brand engages and arouses interest, this helps to create an experience (Schmitt, 1999). The reasoning is not particularly developed, but the respondents still express

that ZYN is an interesting brand and that it feels exciting because the phenomenon of white snus is something new.

4.1.4. Behavioral Dimension

Regarding the behavioral dimension, we asked consumers about their behavior regarding white snus. We found that the behaviors are related to different reasons, occasions, consumption habits and behavioral changes. Note that these answers mostly refer to the product itself rather than ZYN as a brand.

The reasons the interviewees state is among these the sensations they feel when consuming the white snus. Interviewee 1 describes it like *“It was because it was good to have something to look forward to and something that made one relaxed in difficult times.”* Interviewee 3 second the sensation and explained it as *“(…) it's a bit like luxury in your everyday life.”* Many motivated that the reasons behind their behavior was because of the effect the product had, for example the nicotine rush and addiction but also that it was a habit and routinized behavior that also could be seen as a safety precaution. Interviewee 7 states, *“(…) it has become a habitual behavior. Well, it creates a peace and feeling of safety in me and I have never really tried to quit either.”* Which interviewee 4 seconds with their perspective: *“Apart from my nicotine addiction, I think it's a lot about routine. And then it becomes a bit like a support pillar. The snus becomes like one's friend. If you need a boost, you take a snus and it affects the feelings in your body”*. It also caused the sensation of calmness, interviewee 9 stated *“It is good when you are stressed, and almost reduces the anxiety.* Interviewee 8 motivated their reasons much like the others with: *“Because it is good, something you have become accustomed to in connection with certain social phenomena”*. Another aspect the interviewees described are the use of white snus as a substitution for smoking and alcohol and interviewee 3 compared it with *“sweets”*. Interviewee 9 states *“I would say it is like a substitute for alcohol. That is the biggest incentive for me.”* While interviewee 2 described that it started with smoking but didn't like it and due to the nicotine addiction turned to snus and later white snus.

Occasions were detected as another reason for behaviors regarding white snus. When asking the interviewees in what context they use the white snus and if some contexts are more important than others, we detected that many replied on all occasions; when partying, working, in stressful situations, in relation to meals or anxiety or studies. Some occasions were more important in different situations. Interviewee 11 states in all contexts *“(…) all kinds of contexts. I have even consumed snus when I've slept, it's at that level.”* Interviewee 1, 3 and 7 agree and Interviewee 1 motivates the statement saying; *“When I used snus the most, it's easier to say when I didn't use snus”*. The interviewees stating that they used white snus all the time also replied that it's equally important. Many wrote that it's important in relation to drinking alcohol and in a party context as interviewee 8 states *“Generally in a party context and then maybe or probably in the context of a coffee, then it can be really good.”* Interviewees 2, 4, 5, 9 and 10 also express their occasions in relation to partying while some mention while being at work: *“The job, I think it's quite important because I feel like I said when I'm home I don't care so much but at work it's like it calms me down”*(Interviewee 10), in stressful situations very much

like interviewee 4 describes it *“For example, when I drink alcohol, I have to have snus, otherwise I can almost forget about it, no point. Also when I study, in the morning and after dinner”*. They were not alone in feeling that snus was important in stressful situations, interviewee 1 states; *“Yes, the harder the thing was, the more I justified using snus.”* These results indicate that the product and thus the brand has become very integrated into consumers' lives. According to the theoretical framework, brand experience and the behavioral dimension are partly about whether the brand has an ability to change and become part of people's lifestyle (Schmitt, 1999).

When asking the interviewees about their consumption habits and if they had changed any behaviors the answers differed quite a bit. The interviewees that stated they have consumed white snus for longer usually also answered that they consumed it in all contexts and that it's equally important. The interviewees who mostly used it in the context of partying had not been consuming snus for a long time, and their pouch lasted longer than the others. Interviewee 3 states *“It's about two years now. One can last up to two days.”* and interviewee 4 answers similarly *“About two and a half years. I buy a can maybe every three days.”* One observation made is that the interviewees that had previously smoked or used traditional tobacco before usually consumed more white snus than the others and this could be because of the nicotine addiction that was already in full effect (Interviewee 2, 3, 4, 5, 7, 10, 11). Interviewee 2 describes the consumption habits of how long they had used white snus, *“In the first year of high school, I used snus the first year, then I started smoking in the second year of high school and then I stopped using snus. Then I smoked for two years before I started using snus again. Last summer I started using white snus.”*

Behavioral changes can be detected among the interviewees. Habits and routines of food changed for interviewee 1 *“Some eating habits changed. I exchange coffee for snus. I drink a lot of coffee now that I don't use snus. I did not eat as much either.”*. Three of the interviewees expressed that they changed their behavior when they switched from smoking to using white snus. Interviewee 3 states *“In one way that's what made me stop smoking so that has changed that behavior.”* Interviewee 5 could clearly see how the snus had affected their behavior and describes it:

“Yes it has it in one way. There are times when I have chosen snus over smoking, so then that's a behavior that has changed. I also noticed when I started using it, it became a new routine to always bring breakfast and take a snus on the train to school. At first it felt a little strange, because it was so early in the morning and it is not good to do such things early in the morning, but then it became a habit. The train journey became a little more fun. It's the same if I watch a boring series, but then I take a snus and everything becomes a little more fun.”(Interviewee 5).

For interviewee 2 that earlier both used traditional snus and had smoked before stated *“I consume more white snus than I did with regular snus. It feels more negative in the body to consume ordinary snus, but it does not feel that way at all with the tobacco-free.”*. As earlier stated, the white snus can also be substituted for alcohol described by interviewee 9 *“(…) it has made me substitute alcohol, it is my biggest positive association with the product and that*

is it, it has changed instead of taking an extra glass you take a ZYN or two.” The priorities have clearly changed and describes a behavioral change in that way, the addiction and need for snus makes it important to have it accessible all the time. The consumers always must carry the can of white snus with them and always have to make sure they won’t run out in the nearest time. The effect of having it as a support pillar in difficult times can also result in the opposite effect, it can be a burden and a stress if the can is forgotten or run out at the wrong time. This is also time consuming since the person needs to take time to buy more or make sure to be prepared beforehand. Interviewee 6 described it *“If I am going out or drinking, I always make sure I have a can. When I started consuming it a little more, school and work became important situations to have snus. It feels like it will be a little more fun to work or study if you have snus.”* Interviewee 7 hesitated to the question and at first didn’t think so but after consideration stated:

“Yes but, difficult question, yes but of course it has become an addiction and important to always know that I have access to it. I buy it monthly and order a bunch so it's a behavior change maybe, I have not had that before just this with constantly making sure that there is a box. That's important, having it available, it is probably a changed behavior since before but otherwise no.” (Interviewee 7).

4.1.5. Social Dimension

In relation to the brand experience design, we asked the consumers about the social dimension and if they consumed white snus in social context. We examined if this affected them in any ways, if they felt that the consumption also goes beyond themselves and how it could relate to others. Based on the empirical material, there is clearly a strong connection to the social dimension. The theoretical framework expresses that an experience can be achieved by the brand if, in one way or another, creating social bonds and relationships (Schmitt, 1999), and we believe this is the case. The interviewees' answers indicated that the white snus and therefore ZYN has evoked social interactions, relation to others, feelings in social contexts and that they are affected by social surroundings.

When we asked the interviewees if they use white snus in social contexts, they all replied yes, many of them stated that this also increases their consumption at times and a lot of their friends use white snus too. Many stated that they see this everywhere in their surroundings, not only with friends but also in the bars and restaurants. This indicates that the perceived image is socially accepted and normalized by society. Furthermore, we detected that they expressed that it’s more common with white snus among women, which indicates that it’s normalized among women to use white snus. Interviewee 4 describes what the perceived surrounding looks like and their social environment:

“A lot. It is very normal and natural and no one raises an eyebrow over it. When I was abroad, no one knew what it was and they thought it was strange that I consumed white snus so much. Here at home, it is more natural and accepted to use white snus. I think

it has affected me when it comes to snus. Had no one done that, they would probably have been more motivated to quit.” (Interviewee 4)

Interviewee 6 describes that it’s possible that the consumption increases in social contexts “Yes, I absolutely think so. I think it has to do with the fact that it's a social thing, you might get more cravings then if you see someone else put a box on the table.” (Interviewee 6)

When asking if the consumption has led to feeling connected to others, many stated a doubtful no, but when further explained and with an example, “if someone would have the same snus as you would you feel a connection then?”, many of them stated that they do feel a connection in some ways. Interviewee 4: “(...) for example, a new girl at work used white snus. She asked “oh, are you using that one? I also use that one”, and then we bonded a bit over it. And on the contrary, if someone had looked down on me because I was using snus, I would have felt a little more disconnected from that person.” Hence, we can see that people feel that this can indicate a description of how a person is and this shows that the snus and the brand can be used as an identification symbol. In parallel with the theoretical framework, it is possible to distinguish an identity value that is created when the brand is used to emphasize identity and who you are (Hartmann et al., 2020). People connect the consumption of snus to their personal image and their social surroundings.

The connection and relation people could feel with other users were usually on the shallow surface and could be described as an icebreaker and explained by the fact that it’s a social phenomenon. The interviewees stated that it usually didn’t lead to new friends or relationships, but it was a fun thing and fun among their group of friends. Interviewee 3: “(...) That might not be the reason we became friends, but it might be a little ice breaker.”

When we asked interviewees about in what contexts the white snus is more important and the feelings in this context. The results indicated that they are affected by their social surroundings. Some state that they choose the context in which they use white snus, it’s more important with friends and when partying, but some refrain from it in social contexts like in front of family where it might not be socially accepted. Interviewee 3: “It depends on. Maybe not with my parents. But if you are at a party and then it might be a little more, similar to smoking.” One expressed the feeling of pride if they can resist taking a white snus. This further indicates the importance of the social aspect and the normalization in society these white products have established, and that the social impact plays an important role. Interviewee 10: “No, I probably think it's nicer for me if I say no.”

When asked if they could feel a sense of exclusion if everyone else had a white snus but they didn't, many didn't see it as a problem, they would probably buy one for themselves or get one from a friend. The feeling of exclusion was not detected; however a feeling of stress and panic was a result if they didn’t have one at the right time or if they ran out, which they resolved by buying more. Interviewee 4 states: “Well if I forget it and everyone else has snus, I would probably get a little panicky. Like I said, it creates peace and security when I know I have access to it.”

4.1.6. Myth Dimension

When treating the dimension of myths, questions about prejudice, concerning for example product content, environment, and physical impact as symptoms of the product, were discussed. During these discussions, we discovered that both we as interviewers and the interviewees automatically fell into the field of sustainability. Further, we asked if the interviewees thought that these preconceptions had any impact on their buying behavior.

Preconceptions: When first asking the question broadly and open to interpretation, naturally one would think that we would get a lot of different answers. This was not the case. Almost all of our eleven interviewees mentioned in one way or another that ZYN and white snus generally was seen as for females. Interviewee 6 stated: *“It’s girl snus, and it feels like guys are consuming more traditional snus”* and interviewee 7 stated: *“I think that real men use “grovsnus” and “lösnsnus” and ordinary snus. A construction worker may not put a ZYN in his mouth. I think a lot of girls go for the white snus.”* Almost as recurring was the mentioning of white snus and ZYN being trendy and mostly used by young people. Interviewee 2 says: *“It feels like there are many younger people who use white snus. It’s a bit like the new for young people.”* Another mentioned that ZYN is “youthful and fun”. Although seeing a clear pattern of respondents associating white snus and ZYN with mostly females and younger people, some consumers again mentioned that the feeling of white snus is more fresh, but at the same time makes it clear that this is a preconceived notion due to lack of knowledge, interviewee 2: *“(…) then there is another prejudice that it feels fresher. I actually don’t know if it is fresher because it maybe affects the body.”* As has been done several times before, this person also draws parallels and comparisons to traditional snus or cigarettes.

When we go into more about if the respondents perceive white snus as good or bad, again open to interpretation, many make connections to the physical impact on the body or the environmental effects. Most have a difficulty seeing white snus as something good for their health but still use this product frequently. Interviewee 1 states: *“I have a hard time imagining that it would be good for the body”*. At the same time, when compared to cigarettes or traditional snus, the common answer was that white snus feels less harmful. Interviewee 3: *I don’t know, but I want to believe that it is better than with tobacco. It feels logical. In cigarettes, for example, there are different harmful substances. Nicotine in comparison with tobacco does not feel as dangerous in the long run if you think about cancer and such. I would’ve wanted to know.”*

One person describes trying to find information about how these products and the substances affect the body:

The interviewees barely had any knowledge about the contents of the product except that it does not contain tobacco. The impression is that many of the interviewees are in denial, and this is sometimes expressed outright. Interviewee 5: *“Actually, that kind of thing is pretty important to me. For example, when I shop for food, I am very careful about what I buy, but when it comes to white snus, it already feels like a bad decision, so then I don’t care because I*

know it is already something bad.” Interviewee 4, together with other respondents, expressed that they want to know more about the product and what it contains: *“Actually, I usually think it's important to know that. It is still a product I consume a lot so I should check it out, but I have not. It's good if they're open about it.”* Several of the interviewees indirectly responded that these preconceptions probably have an effect on their buying behavior, but at the same time they are all still using the product. Interviewee 9: *“It would be contradictory to say that it has an effect because I use the product, but of course it is important to get information about what's in the product.”*

4.1.7. Summary of the analysis related to brand experience design

In terms of brand experience design the result of our findings and analysis above describes how consumers experience the different dimensions of ZYNs brand experience. The findings clearly indicate that consumers, both direct and indirect, connect with ZYN. Often this connection appears through the product, white snus. The interaction takes place via various stimuli that the brand sends out and this is what is theoretically called brand experience (Brakus et al., 2009). During the process, it was noticed that ZYN's brand experience is very much based on the product white snus. Not all dimensions can be linked to the brand only. However, we believe that the product helps with creating an experience surrounding ZYN and this is because ZYN is so strongly associated with the product itself. We can see that, much like what experimental marketing is all about, consumers are emotional in their consumption of white snus (Holbrook & Hirschman, 1992). They experience feelings and see the product as fun and paint pictures of in what context the products are consumed with joy. ZYN has managed to make the white snus valuable in consumers' everyday life. The experience towards the brand in this case can be interpreted as mostly indirectly since consumers value the product more than the brand in itself. The consumers do have general judgments such as positive or negative attitudes around the brand and the product, but they are connected to the dimensions of brand experience, such as their thoughts, feelings and behaviors (Brakus et al., 2009). In general, the brand experience design of ZYN and their white snus is of a stronger level but have some negative perceptions from the consumers too. For example, the brand experience hasn't managed to establish a brand differentiation which is important for brand loyalty in terms of competitive advantage (Mostafa & Kasamani, 2021) and they experience some negative attitude in relation to the brand and product which is not in favor of the brand image (Keller, 1993). Brand loyalty and brand image are two concepts that have emerged from the empirical data and that explains the consumers perceptions and describes the experiences.

When gathering the empirical data, we asked consumers questions about their experiences around the different dimensions. *The sensory dimension* in this case has mainly been investigated in order to understand what is important concerning the product itself. However, many attributes of the product that are seen as important to consumers, are also an important part of creating an experience. What offered most value for the consumers was the taste and what the consumers could see. These are further shown to be evoked by stimuli such as design, colors, logotypes, and flavors mentioned by the consumers. This implies that value is created through the different senses because consumers show signs of receptiveness to the stimuli's

(Schmitt, 1999). This is an important implication for marketers and the brand because value is what needs to be added in order to gain consumers (Hartmann et. al., 2020). Furthermore, the brand differentiation needs to be stronger established to further gain brand loyalty and favorable brand image (Liu, Li, Mizerski, Soh, 2012).

The affective dimension uncovered that it's further proven that consumers generally are receptive towards ZYN's marketing communication and the brand experience design, especially sent out on social media, where mostly feelings actively are being created. The consumers describe experiencing many emotions similar to those ZYN are trying to create for example the feeling of fun, social context and relaxation (ZYN Sverige, 2021; Schmitt, 1999). Although positive feelings are dominant, also many negatively charged emotions such as conflicting emotions are presented. These are important implications for marketers to understand the negative affiliations and feelings that arise in order to improve brand image and in order to make improvements for the consumers.

In the *cognitive dimension* the brand experience has succeeded in implementing the brand in the consumers' minds, people know about the brand (Schmitt,1999). This dimension can be improved for the brand experience since consumers are only partly engaged but there are possibilities to make it more appealing to the consumers since they express that the brand is interesting. The consumers don't think of themselves as brand loyal in this sense that they don't think themselves brand loyal but also express that they are brand loyal to different brands when asked questions throughout the different dimensions, for example they usually buy the same kind which is a sign of repetitive behavior and stick to more well-known brands (Sasmita & Mohd Suki, 2015). This creates implications for society that it's important to be aware of the negative perceptions in order to make a change, the consumer power can have huge impact. With co-creation of value consumers can make changes by demand since demand is very important for corporations brand image and brand loyalty.

When asking about how behavior is affected by the product in *the behavioral dimension*, it becomes clear that the white snus is more or less integrated into the consumer's everyday life. It affects both routines and habits which is common for the behavioral dimension where the goal is to influence consumers to act, try new things and change lifestyles (Schmitt,1999). The consumer describes that white snus have made them try a new thing and new flavors which often happens through social interactions. Through the brand experience design we understand that behavior change is in fact an important aspect of creating some experiences (Schmitt, 1999), which clearly is the case with white snus . The white snus has not created new relationships, but it has indirectly affected relationships and made people interact with each other through the product and the brand. This is very good for brand image since the behavior indicates that it's popular and spreads in social contexts which can create brand loyalty through the trust of the social impact (Keller,1993; Mostafa & Kasamani, 2021).

The social dimension of brand experience is apparent throughout almost all of the investigated dimensions and is therefore shown to be an important part of the brand experience. This is supported by the theory. When searching past the individual aspect, both feelings of being more

connected to a person using the same brand of snus and more direct interactions with other people are found. Much like the consumption described where the consumers use white snus in partying and social context and make connections to lifestyles and people's personal image, which is good for brand image (Dobni & Zinkhan, 1990). The creation of value has a clear linking effect. Certain types of values go beyond individuality and are instead found in the social interactions that go beyond the product itself (Cova & Cova, 2002).

The last added *dimension of myths* state that there are several myths surrounding white snus and ZYN. Almost everyone describes the same preconceptions, and it can therefore be classified as myths (Hartmann et. al., 2020). When many people believe in the same thing, even if it's not based on facts or the truth, consumers are creating a story together which strengthens the social aspect of the myth. This is described in the fact that many of the consumers choose to believe that white snus is less harmful without secure facts and that many rationalize their behavior in order to agree on something that seems legitimate and choose the easy way out. The myth about white snus being good or bad leads us into the next section of this study where we investigate sustainability in relation to brand experience design, brand loyalty, image and value.

4.2. Sustainability

To answer the second research questions, we have asked the interviewees questions about the sustainability concept and what they perceived in connection to ZYN and white snus. We found positive, negative, neutral, and rationalizing perceptions among the interviewees. First and foremost, when the interviewees were asked if they had heard or knew anything about the sustainability of Swedish Match, they answered no. We asked them if they had heard anything about how the white snus-industry works with sustainability and they mostly stated that they hadn't. Interviewee 8 describes that snus might be better than smoking but was not convinced that their sustainability work was done in the best interest for the general public. One explanation to why these consumers didn't know much about sustainability in this context was answered by interviewee 8: *"I don't associate snus with sustainability, I could start by saying."* All other interviewees stated the same and didn't know or hadn't heard anything about it.

When explaining for the interviewees that sustainability is an important factor for the company and presented in short terms the company's vision about a smokeless world, we found positive reactions mixed with negative reactions. They perceived it to be better than smoking. *"I think it's true, I think it's great and personally I'm not a fan of smoking and I'm very happy to do as much as possible to stop it (...)"* (Interviewee 9). Interviewee 4 develops the statement with:

"I can really stand behind that and that's something I believe in. There are so many who have stopped smoking and instead chosen the white snus. I would say that it is sustainable because sustainability is something that is constantly changing and right now white snus is a sustainable alternative. Then you don't know what it will look like in the future, but right now I think it is sustainable because smoking is such a big problem."

The question if Swedish Match vision was perceived as sustainable was difficult to determine for others. Some didn't connect sustainability with snus, some saw it as counterproductive or that it was more implemented to present an image for the public.

“I mean, it feels a bit like we are solving a problem with another problem. It does not feel like your health is getting better because you stop smoking. Then again, I know that many have smoked and then switched to snus and then quit completely but I don't really think it is so positive to solve the cigarette problem of getting people to start consuming snus instead. I don't think you can get really far on that. (Interviewee 10)

“Contribute to public health, hmm, maybe not and because snus is also dangerous in the long run but it is guaranteed to be better than cigarettes so by switching from cigarettes to snus absolutely works but you can't say that it will be better for public health for it will not be. You can get gum cancer and lots of other things.” (Interviewee 11)

“I have no idea, but I have a feeling that they want to market themselves as if they are doing something good for the environment because they market themselves to young people and market what that target group cares about. They want to be trendy.” (Interviewee 1)

“It sounds weird. It feels like they are offering something bad to get rid of something bad. It feels a bit counterproductive. At the same time, it feels like snus is better than smoking. But it's not something I go on, so to speak.” (Interviewee 3)

The neutral perceptions were that many were clueless, they didn't know for sure. A few mentioned recyclable cans but when asking if they knew how it's produced and who produces it, they didn't know. *“No, not really. I think they could have pushed a little more so that the pouch can be recycled because it is plastic, but then I mean snus in general.” (Interviewee 2).* In the dimension of Myth some gave statements about their knowledge of what it contained. The interviewees sometimes assumed that the sustainability was in a certain way and wished it was easier to get information, than having to search for it themselves. *“I wish I said yes of course I care about it overall but when it comes to snus because you don't know much I feel, whatever I don't care (...)” (Interviewee 10).* Similarly to this statement, the interviewees rationalized their statements with what they think or hope the company does for sustainability. They described that they were in denial and didn't want to know since they don't wish to change their behavior. *“No, I didn't get into that. I think it's because I don't want to know anything negative because I don't want to quit.” (Interviewee 4).* Interviewee 5 states something similar: *“I guess I think it's so bad with snus that I don't even look at their sustainability work. If I had consumed in larger quantities, I would probably have cared more about actually looking for such things, but now I don't feel so guilty.” (Interviewee 5).* Many of the interviewees had statements similar to this and interviewee 2 had a reflection that they

shared: *“It's interesting with the rest of the world's view of snus. It's not really legal anywhere else”*. The conclusion is that consumers do not know much about sustainability in this context, but have thoughts about whether consumption of white snus is sustainable or not. However, many defend the continued use of the product by hiding behind the fact that the product is already considered bad.

4.2.1. Summary of Analysis related to Sustainabilization

In terms of sustainabilization, the empirical data and analysis presented above clearly shows that sustainability is not something the consumers connect with white snus and the brand ZYN. This indicates that it's not implemented in ZYN's marketing and neither in their brand experience design or in the minds of the consumer. As of now, sustainability in this context doesn't seem to offer any value, however, based on the consumers' statements, we can see indications that value could be established in connection to sustainability which implies important implications for marketers and the company. Furthermore, aspects of sustainability were mentioned in relation to the myth dimension which indicates that sustainability is relevant in this context. Consumers express that they wished brands were more encouraging to recycle or that information was easier to find. Since there are no laws regulating the product in terms of how it's produced or what it can entail this is an opportunity where ZYN can be the first to create awareness and market how they make it, which could result in competitive advantage and an improvement in brand image and result in brand loyalty (Mostafa & Kasamani, 2021; Keller, 1993). This is an important implication since consumers value knowledge and information if handed to them in a way where they don't have to work for it. Sustainability can work as a competitive advantage and by being more transparent and by encouraging sustainable behavior the company can benefit in many ways (Gordon, Carrigan & Hastings, 2011). By improving the public's knowledge through transparency, it could result in improving the general public health since they can make an informed decision which can help legitimacy and improve the brand image in terms where the consumers described that they don't think their vision reaches its full mission. Not many consumers mentioned any of the ecological aspects of the white snus and this is explained by their lack of knowledge for what it contains and their cluelessness about whether the cans are recyclable or not shows that the marketers have implications in this area too. The brand could create value in knowing this and value in recycling and taking care of the residual products which also can improve brand image. Brand experience design is a powerful tool in marketing and by implementing this in for example the design more clearly or by marketing it in campaigns the knowledge would spread (Brakus et al., 2009). Same goes for the question of equal rights, this is also stated on the Swedish Match website as one of their main focus areas. An implication could be to implement this on their product since ethical and green issues can have an impact on buying decisions and brand loyalty (Gordon, Carrigan, Hastings, 2011).

The perceptions consumers have of sustainability in this context that we described as contradictive from the brands sustainability activities and motivations can be explained by the corporate social responsibility and by legitimacy (Flores-Hernández et al., 2020). CSR and Legitimacy were outcomes from the empirical data, and this describes the perceptions

consumers have of white snus and ZYN. The fact that one interviewee expresses that ZYN's sustainability work is only an attempt to reach a younger target group and to be perceived as trendy are in other words an expression of legitimacy, that it seems implemented in a forced way because of rising expectations from surroundings (Palazzo, Richter, 2005). The stop smoking vision can be a way to legitimize the companies' activities and gain corporate acceptance (Flores-Hernández et al., 2020). Also, since there are not only smokers who use the white snus but also new target groups and this creates a new behavior and not always a substitutional behavior where white snus is less harmful. Since not many consumers are aware of the CSR activities this can be interpreted as a way to gain trust from stakeholders and corporate acceptance. However, it should be emphasized that this, according to previous studies, can be a challenge for these controversial companies. In order to be able to achieve that consumer receive these messages in the right way, it is therefore fundamental to create legitimacy in the area. By establishing a brand image of white snus as socially accepted the corporation and brand succeeds in winning over stakeholders and consumers. This further legitimizes their activities. Important implications here for Swedish Match as a company and for ZYN as a brand is that Swedish Match is a well-known corporation and their products are known by the society. The CSR activities could reach further out if improved and make a better brand image which could result in brand loyalty and more integrated sustainabilization in the company (Gordon, Carrigan, Hastings, 2011). Rather than letting consumers trivialize sustainability issues when they are affected by other brand experience dimensions the implications could be to elevate the transparency.

5. Concluding Discussion

This chapter presents an overview of the concluding discussion, and the following section presents the implication of the study. After that, proposals for future research in the area are presented.

5.1 Conclusions

The purpose of this study was to investigate the brand experience design of the brand ZYN including the new product white snus from a consumer perspective. This study also aimed to investigate the implications that sustainability has on the brand experience design in this context. Following research question have been answered:

How do consumers experience and perceive ZYN as a brand including white snus from the different dimensions: sensory, affective, cognitive, behavioral, social, myths?

What implications does sustainability have on brand experience design in this context?

The results indicate that Brand experience design is found in ZYN and the white snus. To answer the first research question: the conclusions show that consumers, in one or another way, respond to ZYNs designed brand experience throughout the different dimensions. The sensory dimension offered the consumers most value by the different tastes and nice designs, hence,

the consumers show receptiveness to the stimuli. The affective dimension was shown to be important in sign of emotionally driven consumption and the consumers experience feeling in the context of white snus. The cognitive dimension has succeeded to set thoughts in motion, the brand is interesting and well known. The behavioral dimension is present because the product has been implemented in habits, routines and everyday life. The social dimension is noticed in almost all of the other dimensions and an important part of the brand experience. Finally, the dimension of myths has evoked common stories about ZYN and the white snus.

The empirical data of the consumers experiences and perceptions conceived additional information which other theories could help explain when interpreting the results. For example, when explaining their experiences and perceptions we noticed tendencies of brand loyalty and brand image.

To answer the second research question, the conclusion can be made that, as of today, consumers don't associate ZYN or white snus with sustainability and this could be explained by the fact that it is not implemented in the brand experience. Consumers' perceptions of sustainability in this context differ from ZYN's CSR activities. The efforts are interpreted more as CSR activities and a way to create legitimacy. Consumers trivialize sustainability issues when they are affected by other brand experience dimensions. The implications can be to implement sustainability in the brand experience design and elevate the issues. These are important implications that could solve some of the negative perceptions consumers have of the brand image and create a stronger brand experience which could lead to brand loyalty. This indicated that sustainability is an important implication in brand experience design in all contexts and can be implemented to have an effect on the brand.

5.2 Implications

The conclusions from this study are important implications for marketers and society. The brand experience ZYN have created in the perception of the consumers, have implications to take in consideration if the brand wants to differentiate themselves on the market and make the experience stronger, which could lead to brand loyalty. The brand loyalty is not detected as strong but has potential to grow. The brand image comes with negative affiliations but has potential to be changed since the consumers indicate receptiveness to stimuli. Stronger value is also missing where consumers don't see any value to differentiate the brand from others. By adding value and dealing with the negative perceptions consumers have can be an implication for the brand that also could favor the consumers and society. An implication can be to make consumers more engaged in the CSR activities the company has. Implications for consumers that benefit the society are to be aware of the negatives and create change by using consumer power and demand. The implication can be to use co-creation and co-creation of value. Since no laws or regulations are in order the company can benefit from transparency if this is made aware for the consumers. If the public lacks knowledge about the sustainability issues an implication can be to make them engaged, which would improve the general public health where it's not succeeding to do so, for example that the cans are recyclable. Implementing

sustainability in the brand experience design could be beneficial for the brand through brand image and brand loyalty and furthermore for society.

5.3 Future research

Regarding further research, it would be interesting to see investigation on the same subject after laws and regulations have entered into force. It would be interesting to see the differences in consumers' experiences and perceptions before and after the change in the law. Since consumers automatically explained a lot using parallels to the traditional snus, similar perceptions could be obtained through a comparative survey. This could result in exciting knowledge because the company that offers the traditional snus operates under very limited circumstances. In regard to the limitations of this study, future research could aim at a more broad quantity of consumers to generate a general view of what the consumers think could benefit the marketers. During the course of the study the general myth of white snus is that it's for young women and according to many articles there's a new target group that this brand has reached among women, therefore it would be interesting to investigate this relationship of marketing and brand genders as well as the mythical part of the brand experience design. It could also be interesting to investigate if the myth dimension can be further connected to sustainability since, in this investigation, it had connections from the consumers' perceptions.

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Appendix

Interview Questions

Introduction

- Present what we investigate in this thesis, what we do for research and what this contributes to. Explain the following topics we will investigate.
- Check for consensus regarding recording and publishing. Ask if the person wants to be anonymous.

Introductory questions

1. Have you ever tried or used white snus, snus or cigarettes or something similar?
2. What do you think about the white snus?
3. What made you try white snus?
4. Is there any reason why you should choose white snus over tobacco products?
5. Do you feel any craving for this type of product?
6. What attracts you to the product?

Brand related questions

7. Have you tried the brand ZYN?
8. Do you know who owns ZYN?
9. How did you hear about the product / brand?
10. When buying snus, is the brand important to you?
11. Does it matter which brand you use?
12. Is your experience around ZYN as a brand more positive, more negative or neutral?
13. What is your general experience of ZYN or similar brands?
14. In your own words, how would you describe ZYN as a brand?

Sensory

15. Have you tried different flavors?
16. What do the flavors mean to you? Are the flavors important to you when choosing white snus?
17. What do you think about the design of the packaging?
18. What do you think about the snus cans and pouches coming in different sizes and shapes?

Emotions

19. How do you feel about white snus in general?
20. What emotions are evoked in you when you think of ZYN as a brand?
21. In what ways do your feelings about ZYN differ from other white snus brands?
22. Do you have any special feelings when you consume the product?

Cognitive

23. What thoughts evoke in you when thinking of ZYN as a brand?
24. Do you feel involved in ZYN as a brand?
25. Do you see ZYN as an interesting brand?

Behavior

26. In your own words, can you describe why you use white snus?
27. Has ZYN as a brand made you change any behavior? Has white snus caused you to change any behavior?
28. When do you use white snus? Would you say that white snus has made you change something in your routines?
29. In what contexts do you use white snus?
30. Is white snus more important in some contexts than others?
31. How long have you been consuming white snus?
32. To what extent do you use white snus?

Social

33. Do you usually use white snus in social contexts? Does it happen that you use more white snus then?
34. Do you have many friends or people around you who use ZYN? Is there anything that has affected you?
35. Can you feel left out if you don't consume the white snus when your friends do it or others do it?
36. Do you feel a sense of belonging to others who use white snus & / or ZYN?
37. Have you had any new relationships in connection with you starting to use white snus?

Myths

38. Would you say that you have any prejudices about ZYN or white snus?
39. What do you know about the product, content, etc.?
40. Do you know anything about whether white snus would be good or bad? Why do you think that?
41. Do your "preconceived notions" about white snus affect your buying decisions?
42. Would you say that white snus is better or worse than cigarettes? Why do you think that?

Sustainable

43. As you may know, sustainability is an important factor for all companies. Have you heard anything from ZYN about their sustainability work? If not, what do you think?
44. Is it important for you to know what white snus contains? Ingredients?
45. Do you know anything about where ZYN produces its products?

Extra questions:

- Swedish match owns ZYn and describes their vision and goal to create a smoke-free world, through this, Swedish match means that they contribute to the general public health. What do you think about that?
- Have you ever received or do you know that you can get free samples?
- Is strength something you think about when you buy white snus? Is it important?

Closing:

Is there something you want to add or do you think we forgot to ask about something special?

Coding

Theme	Sub-theme	Coding
Brand related questions	Marketing	<ul style="list-style-type: none"> • Indirect • Direct
	Importance of brand Social impact	<ul style="list-style-type: none"> • Brand Loyalty • Friends • Environment
Sensory	Taste	<ul style="list-style-type: none"> • Taste
	See	<ul style="list-style-type: none"> • Aesthetics • Design
	Hear	<ul style="list-style-type: none"> • Not relevant here
	Touch	<ul style="list-style-type: none"> • Size • Strength
	Sent	<ul style="list-style-type: none"> • Fresh • No sent
Affective	Positive	<ul style="list-style-type: none"> • Positive feelings • Safety feeling • Contextual feelings • Social norms • Feeling of effects • Attitude • Neutral feelings
	Negative	<ul style="list-style-type: none"> • Conflicted feelings • Defense mechanism • Negative Effects
Cognitive	Social Environment	<ul style="list-style-type: none"> • Party • Social media
	Emotions	<ul style="list-style-type: none"> • Good mood • Mixed feelings • Harmless
	Brand related	<ul style="list-style-type: none"> • Interesting • New
	Engagement	<ul style="list-style-type: none"> • Partly engaged

Behavioral	Reasons	<ul style="list-style-type: none"> • The sensation • The effect • The feeling of safety • As a substitute
	Occasions	<ul style="list-style-type: none"> • Party • Work • Stress • Anxiety • Meals • Studies
	Consumption habits	<ul style="list-style-type: none"> • Individual experiences
	Behavioral changes	<ul style="list-style-type: none"> • Routine • Habit • Addicted • Accessible
Social	Social interaction	<ul style="list-style-type: none"> • Social impact • Increased consumption • Connection • Normalized (women)
	Relating to others	<ul style="list-style-type: none"> • Icebreaker • Social phenomenon
	Affected by social surroundings	<ul style="list-style-type: none"> • Social impact • Feelings in social contexts • Party • Pride to resist
Myths	Preconceptions	<ul style="list-style-type: none"> • Trend • Mostly Females • Younger generations • Not the same negative effects
	Clueless of sustainable impacts	<ul style="list-style-type: none"> • Fresh • Better than tobacco • Better than smoking • No knowledge • Denial • Not interested enough
	Influencing buying decisions	<ul style="list-style-type: none"> • Effects buying behavior
Sustainability	Positive	<ul style="list-style-type: none"> • Positive attitude • Better than smoking
	Negative	<ul style="list-style-type: none"> • Snus and sustainability • Counterproductive • Public image
	Neutral	<ul style="list-style-type: none"> • Clueless • Recyclable • Not transparent enough
	Rationalizing	<ul style="list-style-type: none"> • Denial